

66

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

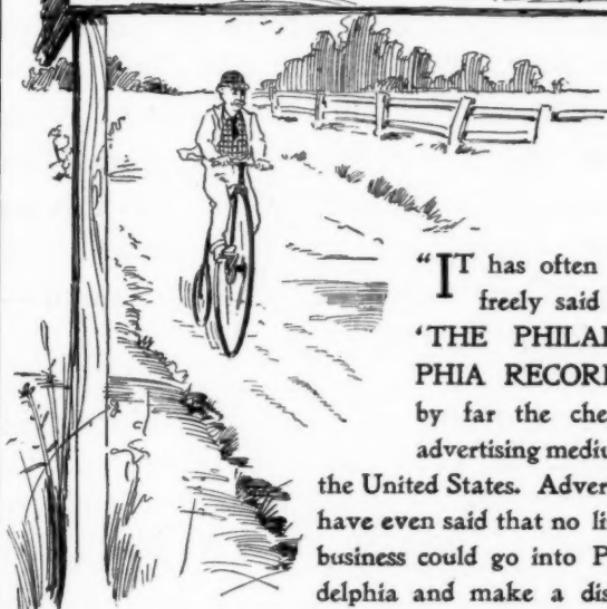
GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.



VOL. XXXVI. NEW YORK, SEPTEMBER 4, 1901.

NO. 10.

## AN OLD TIMER



"IT has often been freely said that 'THE PHILADELPHIA RECORD' is by far the cheapest advertising medium in the United States. Advertisers have even said that no line of business could go into Philadelphia and make a distinct success without the use of

'THE RECORD'; and while this may or may not be true, yet it has often been said, without dispute, that no line of business *should go* into Philadelphia expecting to make a success without it. '*THE RECORD*' is said to carry more specified number of lines every day for department stores than any other paper in the United States."

—*Profitable Advertising, Boston, Mass.*

# JOURNAL AND WORLD

---

The American Newspaper Directory for 1901 is the most complete in its history of thirty-three years. It is rich in facts. The circulations, present and for a series of years past, are given for every newspaper. The Directory is exceptionally valuable to advertisers, who at a glance can find the worth of every publication as an advertising medium.—*N. Y. World*, Aug. 18, 1901.

The system of circulation rating adopted in The American Newspaper Directory and its wide scope make it of peculiar value to advertisers.—*N. Y. Journal*, Aug. 24, 1901.

---

A NEWLY REVISED issue of The American Newspaper Directory for 1901 was ready for delivery on Tuesday, September 3d. Price, Five Dollars. Delivered carriage paid.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXVI. NEW YORK, SEPTEMBER 4, 1901. NO. 10.

## MILLIONS OF MONEY FOR PRINTERS' INK.

DR. PIERCE, THE GREAT MEDICAL  
ADVERTISER, TELLS THE OMAHA  
"DAILY NEWS" HOW ADVERTISING  
CAN BE MADE TO PAY.

Dr. Pierce has been a great advertiser for thirty-five years. He is, comparatively speaking, an old man to-day, and has turned the active management of his enormous business to his son, Dr. V. Mott Pierce, although he still takes a keen interest in the advertising campaigns of the company, and watches closely the results.

When Dr. Pierce made his first advertising contract, more than a third of a century ago, he, with the J. C. Ayer Company, had the proprietary field practically entirely to himself. Since then he has spent many millions of dollars to secure publicity for the merits of his proprietary remedies, and his business has increased from year to year until it is now second to no other "patent medicine" company.

During this thirty-five years the character of advertising has undergone a complete revolution, a revolution brought about, so far as proprietary medicine advertising is concerned, largely by Dr. Pierce himself. In the beginning of his business the doctor attended

to his own advertising. This was before the days of agents, and when Dr. Pierce decided to begin an advertising campaign in some new district he would pack his grip and go there, making a personal examination of the field and deciding upon the mediums to be used. To-day the company employs the same method by sending out agents, three being on the road constantly who do nothing but make contracts. In addition to this many contracts are placed through William H. Stewart, of New York City.

Dr. Mott Pierce is a man of tremendous and deserved popularity, both among his fellow citizens of Buffalo, who admire him for his business ability, his force of character and his boundless enthusiasm for anything that makes for the good of his native city.

his business associates have shown their appreciation by making him president of the "Proprietary Association of America."

A representative of the *Daily News* who called upon Dr. Mott Pierce found him dictating his morning's correspondence into a phonograph, a method which he has employed for several years and which he considers a great time saver.

"Do I think advertising pays?"



DR. R. V. PIERCE.

responded Dr. Mott in reply to the first question. "Why, of course it pays. Advertising has got beyond the experimental stage with us. We know it pays. Our business shows it. If it didn't do you suppose we would continue to spend—well, I'm not going to tell you how much we spend for advertising each year. Our appropriation for advertising during the past ten years is so great that it almost staggers belief, and as the general public would hardly believe our statement, we prefer not to make it.

"While we have never appropriated any fixed percentage of the gross receipts for advertising expenses, we usually count upon putting back about 80 per cent of those receipts into that fund. As our business increases, that, of course, means an increased advertising expenditure each year.

#### IT CREATES NEW BUSINESS.

"A meritorious article may attain a certain popularity without any advertising whatsoever, but advertising creates new business. The people who are to use our remedies through advertising and have been benefited by them tell their friends and in that way get us still more business. It is a sort of an endless chain arrangement.

"On the other hand, an article which is without real merit may have a considerable sale if it is well advertised; but within six months or a year the rocket bursts and the venture fails.

"Advertising is a peculiar thing. You don't feel its effects until some time afterward. For instance, if we make a large increase in our advertising this spring, we won't expect to see our net profits increased until the following year. In other words, we have to wait to get the cumulative effects.

#### DAILY PAPERS THE BEST.

"The best advertising is that inserted in the daily papers of large cities. Whenever we have 'keyed' our ads, that is, so worded them that when we received a reply we could tell what publication had incited it, we have invariably found that the daily papers are far more valuable than any other form of advertising. Weekly pa-

pers, including the weekly religious press, are good, but we do not use street cars or the better class of monthly magazines or foreign language papers. Street car advertising we have never tried.

#### BILLBOARDS, CIRCULARS AND BOOKLETS.

"Until four years ago we had never used billboards with great pictures of my father, and, although we cannot, of course, tell absolutely the value of this advertising, we think that it has had some good effect.

"As an adjunct to newspaper advertising we consider the circulars and booklets sent out from our own press of decided value. We distribute this matter both through the mails and by agents. In summer these agents go into the country in our own automobiles, which, in themselves, are good advertising in remote places.

#### HOW ABOUT CIRCULATIONS?

"As to circulation, personally I usually discount circulation claims about 30 per cent. Moreover, it is quantity of circulation we want in our business, not quality. We have proved that to our own satisfaction. So-called 'quality' may be valuable to a manufacturer of pianos—we think it may be—but it isn't valuable to us, and we have stopped paying for it.

"As a general proposition those periodicals which boast of the good quality of their circulation go into the homes of rich; to people who call in a physician for every little trifling ailment because they can readily afford it, when a poor man, under like conditions, would send for a bottle of patent medicine. It is the latter man we want to reach. The 'quality' man we care nothing about.

"Circulation is a hard thing to prove. Of course, it ought to be done now. It will be done some time—possibly within the next five years.

#### CHOOSING ADVERTISING MEDIUMS.

"About our choice of mediums? We intrust that largely to our traveling agents. I do not consider the appearance of a paper much of a guide as to its advertising value. Neither do I believe it is wise to trust too much to the

opinion of retail merchants in the town in which a paper is printed. Keyed ads have frequently proved to us that papers of comparatively little popularity among local advertisers are better for our business than their more popular rivals. I can't tell you why that is, but we have proved it to be a fact.

"The same opportunities do not exist to-day in advertising proprietary remedies that existed twenty years ago. This is true, because of increased competition, and more especially because newspaper advertising nowadays is duplicated in the homes. People now take two or three papers daily, where formerly they received only one a week. They don't read them so thoroughly, and consequently, unless a business is well represented in all of them, it doesn't catch the reader's eye. What's more, in this twentieth century we use more cuts, more illustrations and much more space. A small advertisement to-day is worthless for all practical purposes.

#### GENERAL AND SPECIAL AGENT.

"The advertising agent is certainly losing ground, and I think, justly. The larger houses are discovering that they can do business direct with the publishers, and thus escape paying the 'middleman.' Moreover, at the same time, they frequently receive better treatment. These agents originally began business with no capital. They—and when I say they, I speak of the agents as a class—have, in many cases, held back

payments that should justly have been transferred to the publisher; and have played tricks by withholding money from the publisher because of alleged wrong insertions, and have yet taken that money from the advertiser. In consequence of this—I wouldn't exactly call it a fraud—but in consequence of schemes of that kind, both publisher and advertiser have too often lost confidence in the agents' integrity.

"The special agent, representing one or a few papers, is all right. It makes no difference to him whether the advertiser wants to do business direct or not. He represents his papers and keeps in touch with them. Whereas, the general agent misrepresents them, often lies about their circulation, many times without the publisher's knowledge, and I have even known him to claim for a paper twice the circulation alleged by the proprietor. The general agent, while he ostensibly represents the advertiser, in reality is working in his own interest; the special representative, on the contrary, conserves the interests of both.

#### CULTIVATING THE RETAILER.

"We have always acted on the principle that it is very much worth while to make the retailer our friend. The retail druggist in America, as a rule, is scientifically educated and has studied pharmacy. He knows from experience the results obtained through the use of certain drugs, and if he treats people fairly, and does not



DR. V. MOTT PIERCE.

attempt to sell them counterfeit goods on the plea that the spurious article is 'just as good' as the other, they come to place considerable reliance in him, and for slight ailments are apt to consult him instead of a doctor. Thus his co-operation becomes very valuable to us, and for this reason we always try to treat him fairly and to permit him a fair profit from the sale of our goods.

"He should, moreover, consider himself under great obligations to the proprietary medicine manufacturers. Fully 50 per cent of his trade is secured through proprietary advertisements, which usually run a line announcing that the remedy advertised is 'for sale by all druggists,' even if particular firms are not mentioned.

#### MERIT ALONE WILL NOT SELL GOODS.

"In these days of competition people do not need to be reminded that goods of real merit will not sell themselves. It requires a considerable amount of advertising to keep such goods before the public notice, otherwise they would gradually sink out of existence and other goods more widely advertised would take their place. Years ago it did not require the same amount of advertising to 'keep in the swim' as it does to-day.

"We do not complain over this condition of affairs, but we do complain over the unfair competition we meet in many sections of the country from the tricks of the department stores and some drug stores. A prospective purchaser of our medicine will go to a department store or drug store advertising Dr. Pierce's medicines at a cut price, and when he asks for a said medicine he invariably gets the reply that 'here is a medicine of our own make which is vastly superior to the largely advertised one.'

#### TRIALS OF THE MEDICINE MAN.

"A great many books are sold throughout the country purporting to have the true recipe for our medicines and instructions as to how a person can mix them themselves, with the right proportion of ingredients. In no case so far discovered have we found that these parties had one single in-

gredient in their prescription which entered into any one of Dr. Pierce's medicines. The fact is, the best chemist cannot analyze a vegetable compound and tell what enters into the compound. Thus their recipes for making these medicines are entirely guesswork and the mistakes they make are very laughable. Most often these compounds do not contain a single ingredient which would be beneficial to the taker."

#### A REMARKABLE CAREER.

Dr. Ray V. Pierce, founder of the World's Dispensary Medical Association and the Invalids' Hotel, studied medicine in Philadelphia and Cincinnati, and is a graduate of two colleges. He practiced medicine many years in Titusville, Pa., and found that he could pin his faith to two or three prescriptions which he invariably used in certain chronic diseases, and he determined to make these more widely known than he could in a private practice. He, therefore, moved to Buffalo and established an office there in 1865. He began advertising his Dr. Pierce's Golden Medical Discovery for blood disorders in a small way, using his Dr. Pierce's Memorandum and Account Book, distributing and mailing it to the homes of the people in the surrounding country. Very soon there came a demand for this book, which had white pages for memorandas, and it was distributed in larger and larger territory. This book remains to-day in exactly the same form and shape as it was printed thirty-five years ago, and farmers and mechanics and clerks find it very useful for memorandas.

He then started in advertising in newspapers, locally, and as years went on kept increasing this advertising. For a great many years the cost of newspaper advertising has been three-fourths of the total expense of advertising, one-fourth of the appropriation being spent for printed matter distributed by agents and by mail, medical books, posting, painting,

#### A FRIEND OF GARFIELD'S.

Dr. Pierce is well known in Buffalo and has always been respected and admired by his fellow

townsmen. He was a personal friend of the martyr president, James A. Garfield, having served with him in Congress, and on one occasion, after he had been elected to the highest office within the gift of the American people, Garfield remarked to a friend who had met Dr. Pierce: "Major, that is one of the best men in the world, and he is at the head of one of the best medical institutions in the world." A letter detailing this conversation is one of the doctor's dearest possessions.

Dr. Pierce is the author of a medical work, entitled the "People's Common Sense Medical Advisor," which has run through fifty-five editions, and of which no fewer than 1,600,000 copies have been printed. This book is substantially bound in cloth covers, is illustrated with valuable cuts and colored plates, and can be had from the company for the cost of mailing. It contains 1,008 pages.

#### AWNINGS.

How many advertisers think of the field for display advertising that lies in the store awning? Generally that piece of store furniture is old, dirty and neglected, as the casual inspection of any business street will prove, and the advertising on it is limited to a name and a street number on the flap.

This is all wrong. An unfurled awning is the most conspicuous part of a store front, and should be new every season, and particularly neat and tidy to make an impression on customers. This alone makes a good ad.

An awning, say twenty feet long by six wide, is a tempting field for the advertising man. In every town sign writers are to be found who will gladly paint muslin signs for a small sum. These signs, conveying the news of a "special sale" or "free gift with purchases," or what not, may be pinned with safety pins to the awning canvas and will tell their tale loudly to all who walk or ride by, wonderfully benefiting sales.—*Advertising World*.

#### AGAINST THEORIES.

Theory is a good thing for dreamers and others. For advertisers practical experience is better. Advertising agents possess the experience. That is worth thousands of dollars to beginners. They can put a mail order business in a profitable, paying position in the shortest possible space of time. They have done the same thing many times and know the style of advertising and the kind of mediums to employ. Put your advertising in the hands of a responsible agent, and you need have no fear for the results. They will be as good as circumstances will warrant. But do not hamper the agent with theories.—*Advertiser, New York City*.

#### HOME FOR NEWSPAPER MEN.

Articles of incorporation under the laws of New Jersey have recently been granted to James S. McCartney, of Philadelphia; Thomas J. Keenan, of Pittsburg; John M. Carter, Jr., of Boston; C. Frank Rice, of Boston, and S. H. B. Martin, of Camden, N. J., as the Journalists' Home Association, which was formed some ten years ago for the purpose of establishing a home where newspaper workers, who are broken down in health through over-work, may rest and recuperate.

What is said to be an admirable site for the home has been found on the shores of Lake Wewanna, New Orange, N. J., where a gift of eight acres of land has been received from the Industrial Association. For the erection and maintenance of the building a sum of \$250,000 will be required, which it is proposed to raise from the sale of a magazine, entitled *Bohemia*, to be issued next year, and to consist of contributions from some of the leading novelists, artists and litterateurs of the world. The primary use of the home will be to serve as a sanitarium, where overworked newspaper men may obtain the rest they need. Libraries and writing rooms will be found at the home, and the ground surrounding will be laid out in golf links and running tracks, and fitted with all athletic appliances. It is proposed to fix the maximum charges of the home at \$1 a day.—*The Carlton Caveat, Chicago, Ill.*

#### EXPENSIVE.

An advertisement that tells nothing is expensive even if inserted free of cost.—*Advertising World*.

#### NEWSPAPER HEADING ILLUSTRATED.



"A SCARE HEAP."

## PHILADELPHIA NOTES.

In a recent advertisement, Lit Brothers devoted fifty-five lines of space across five columns to what they termed "A Ready-for-School Sale." The cut of a little boy and a little girl, each with a rope in hand, in the act of tolling an old-fashioned bell, and the line, "Visit the Old-Time and Modern School-Rooms on the Third Floor," attracted my attention, and I went. There I beheld a log school-house, such as must have stood somewhere along the quiet Delaware or hidden amid the pines of New England in the colonial days. It was a true model of the buildings in which our ancestors studied about one hundred and fifty years ago. The little log cabin faithfully pictured the primitive school-house of ye olden days. There was the old door-sill worn by many feet, cracked and made whole again. Boys, ambitious then, as now, to make their names immortal, have carved them on the legs, and others, more dexterous with chalk and penknife, have added crude drawings. Inside one sees the old-fashioned benches, the ancient charts, the old school-books. One of these bears the imprint of 1776, was printed in England and sent over for use in the colonial schools. All are yellow with age and bear names in the quaint writing of our ancestors. The wee scholars are attired in gowns true to the costume of those days, and on the walls hang their sun-bonnets and Continental caps. The schoolmaster is there with a genuine birch rod, and his desk is littered with quill pens and other paraphernalia of vore. In the yard is the old-fashioned pump and trough. In fact, the whole thing, to the smallest detail, has been carefully carried out, and is attracting immense crowds. It shows under what difficulties our forefathers studied, and pictures the school life of the early days of this country. In sharp contrast is a modern school, with sanitary ventilation, modern desks and all the appliances of the twentieth century for teaching the young. In addition to the modern school-room, the whole store has

contributed to the needs of the present day school boy and girl, and in conjunction with school-room necessities there are shown all of those pretty things and decorations for the college den. A special feature is the great variety of school-bags shown. Lit Brothers have had many attractions at their store of late, but this "Ye Olde School-House" is drawing vast crowds, not only of grown-up persons but of children.

N. Snellenburg & Company have leased the big store at the southwest corner of Eleventh and Market streets, now occupied by Hood, Foulkrod & Company, and will connect the property with their department store, adjoining the building on the west. With this acquisition the Snellenburgs will occupy the entire block on Market street, from Eleventh street to Twelfth, and will have one of the best locations in the Quaker City, for one of the largest retail stores in the country. Within the past few months the firm has established itself in New York City as successor of one of the oldest and best known retail stores in the metropolis, and with the extension to be made in the store just leased, the Snellenburgs will have one of the largest houses in America. The present store has over twelve acres of floor space, and when alterations are completed, half as much more space will have been added. The firm is among the great department store advertisers of Philadelphia, using space of about five columns daily in most of the papers here, and a full page on Sunday in the *Record* and in the *Inquirer*. Doubtless when the new store is in operation, the advertising appropriation will be still further increased.

The head of the Wanamaker page advertisement has been changed quite recently from "Wanamaker Daily Store News," which used to be printed in large type, to "Editorial Page of the Wanamaker Store," set in facsimile of John Wanamaker's handwriting.

JOHN H. SINBERG.

COMMERCIAL value is the standard by which advertising must be measured.

You  
Can not Reach  
Readers of

# The Sun

Through  
Any other Daily  
Publication.

---

Address  
THE SUN, NEW YORK.

## THE PUBLISHER WITH AN "IMAGINATION."

Under the above caption, W. L. Banning makes the following remarks in the August issue of *Advertising Experience*, Chicago:

A publisher making a false statement in these days of intelligent investigation of circulation, suffers, rather than profits, by the deception. The practice is soon discovered and punished by withdrawal of advertising and cutting of rates. When the exposure comes, the cost to the publisher is far greater than the temporary income derived. When—which is of more frequent occurrence than abrupt exposure—the consensus of opinion, based upon investigation and experience, gradually lifts the veil that hides the truth and exposes stalking or skulking misrepresentation, then confidence is lost and even the actual circulation is discredited. The publisher finds himself slipping backward, no matter how he may fight against it, to the unenviable ranks of those who have obtained money under false pretenses. He struggles with this load about his neck, which is as heavy and unrelenting as the burden of the old-man-of-the-mountain. Then comes the breaking of rates and the falling of the house of cards. Had he truthfully represented his circulation, even though it was half that of his competitors, his profit would have been greater, because he would not have been borne down by the expense of continuing the deception and would have received an ever-increasing patronage at the rate to which he was entitled.

If we admit that newspaper competition equitably adjusts the cost of space for a given quantity and quality of circulation, it follows that no intelligent, experienced advertiser will expect a cut rate from the publisher who has proved his intelligence by uniformly declining business offered at a cut rate, provided that the paid circulation upon which the rate is based is truthful.

If it is not truthful the deception becomes apparent, and then the publisher's trouble commences.

If it is truthful no advertiser desiring to cover the town can afford to neglect using the publication at its regular rates.

It is more profitable for a publisher to state his circulation at less than it is than as greater than it is, for the reason that the greater the returns secured by an advertiser at a given expense the more permanent and the more extensive his patronage becomes. It is most profitable for the publisher to state his circulation as it is, and sell it at the right competitive rate based upon circulation.

Publishers who have been advertisers, or have known the "inside" of advertising agencies, understand how quickly false circulations and inflated rates are detected. Rates which are too low in proportion to claimed circulation are scrutinized as closely as those which are too high. When a publisher inflates his circulation he is therefore obliged to inflate his rate. The advertising inserted in such a publication does not pay equally as well with that of its competitor, investigation is made, the experiences of others reviewed, and the fraud is unearthed. The publisher cannot then reduce both rates and circulation without losing his remaining business, and the result is that he is tangled up in a far-reaching web. The plan of deception is such a childish one, as conditions exist to-day, that we do not believe any intelligent publisher would use these methods, if for no higher reason than that they are at once recognizable by the initiated. Those who do may be likened to the ostrich, who buries his head in the sand.

There is no manner in which to avoid a truthful statement of circulation without sacrificing profit. This fact is branded on the face of experience, and is firmly set upon the foundation of truth.

Regarding circulation, the truth will out. Sometimes it stumbles out, sometimes it is pushed out, sometimes it is pulled out, and sometimes it leaks out; but it always gets out!

The best follow-up system a-going is that of the advertising adaptor who gleans in the field of other men's ideas.

According to the  
American Newspaper Directory  
for September, 1901, the

# NASHVILLE BANNER

is credited with the

## Largest Circulation

accorded to any daily paper

## In Middle Tennessee

and with but one exception  
of any daily paper in the  
whole State.

## ENGLISH POINTERS.

The trouble with many American advertisers is that when they go abroad they endeavor to force the merchants and newspapers to do business according to their ideas, instead of adapting themselves to the methods of the people with whom they are dealing. It requires tact for an American to make headway in London. The failures can almost invariably be traced to a lack of it.

While the Englishmen are conservative and transact business in many particulars differently than we do here, Americans can nevertheless learn a great deal from them by careful study.

The London newspapers are not as easy to deal with as are the American. Of them all the *Telegraph* is perhaps the most conservative, although, of course, the *Times* is not very far in the rear. The *Telegraph* will not receive cuts for its advertising columns, unless an entire page is used; neither will it break column rules unless two full columns are employed. The *Telegraph* charges £60 for a double column ad.

The newspaper enjoying the largest circulation is *Lloyd's Weekly*, which has an output of a million copies. Such is the demand for space in this newspaper that you cannot insert an ad under two or three weeks' notice. Your order is placed on the waiting list and when there is a vacancy it is inserted. The English papers sell their space by the inch instead of by the line.

The most American of all the London papers is the *Express*, owned by C. Arthur Pearson, and is the only one that publishes news on its front page. The *Mail*, Mr. Harmsworth's paper, has the largest circulation of any paper in Great Britain. The advertising rates are about the same as they are in America, but it is next to impossible to find out what the circulation is. The *Mail* is the one London newspaper which publishes its circulation figures.

English merchants depend more upon posters, signs and circulars than they do upon the newspapers in obtaining publicity. They are

afraid to take large spaces. A man who occupies a quarter of a page thinks that he is about reaching the limit. They do not know what advertising is according to our American ideas. Many of the shopkeepers do not place any signs upon their windows or over their doors, because they are afraid of making their business too public.

The London papers cover Great Britain thoroughly from one end to the other. Their methods of distribution are perfect. You can get a copy of any one of the leading papers in any town or city outside of London a few hours after it is printed.

The next five years will show a tremendous expansion of American business in Great Britain and on the continent. The people over there are beginning to understand us and our ways. If our business men will try to adapt themselves to English methods, a splendid business can be built up.—Charles H. Fuller, in *Editor and Publisher*, New York.

## USED THE BLANK SPACE.

The Springfield Planing Mill and Lumber Co., of Springfield, Mo., make good use of the back of their envelope. Probably ninety per cent of the business men in opening their mail turn the envelope face downward while they rip it open with a letter opener. This company uses the back of the envelope for an attractive message, with a good, strong cut to illustrate some idea, or some special drive they are offering. The idea is good and they have carried it out with good results.—*Advertising World*, Columbus, Ohio.

## ILLUSTRATED TESTIMONIAL.



"I COULD NOT SLEEP NIGHTS"

## ADVERTISING A LUNG CURE.

By Chas. H. Matthews.

Recently I had an interesting chat with W. C. Clark, M. D., president of the Koch Lung Cure Company, New York, regarding the advertising of that concern.

Although Dr. Clark is a busy man overseeing the management of the treatment offices in various cities, he manages the advertising also, which is placed by the International Advertising Agency.

The advertising of the Koch Lung Cure Company is radically different from most large advertising. There is no portable commodity to sell and patients have to go to one of the offices and be treated by the staff physicians.

Consumption and other lung troubles are treated by the Koch Inhalation Treatment, which owes its origin to Dr. Edward Koch, medical director of the company.

This treatment consists of the patient inhaling into his lungs Koch tuberculin combined with healing oils in the form of fine vapor, and the company has offices for treatment at 48 West 22d street, New York, and branches at Baltimore, Philadelphia, Rochester, Washington, Asheville, N. C., Hartford, Conn., and offices are to be opened in other cities.

When advertising was first begun about seven years ago, \$2,000 was used for publicity the first year. This amount has been gradually increased each year as new territory and new offices were opened up, and this year about \$50,000 will be used.

The advertising is confined to daily papers in cities where there are treatment offices. The best of the local papers are used in each city, numbering about thirty-three, and all get about the same copy.

In size the advertisements vary from four inches to about two columns. They are usually accompanied by a cut of Dr. Koch and a cut of the apparatus which creates the vapors.

A thirty-six page book comprises the advertising literature and a request to the readers to send for a free booklet is incorporated in

most of the ads. Between thirty and forty of these booklets are mailed daily. A careful daily record of returns is kept and filed away. Every person calling at any of the offices, whether he becomes a patient or not, is interrogated regarding what paper he saw the ad in that resulted in his call. This is done in such a delicate manner that no offense is given and the desired information is almost always forthcoming.

The system of keying the ads is complete. Other advertisers often call to look over the daily records for information and "pointers," and the record books and every facility to enable them to learn what they wish are cordially placed at their disposal.

It is an interesting fact that nearly sixty per cent of all the people who call at the treatment offices become patients. When asked what newspapers paid the best, Dr. Clark said:

"The New York *World*, Philadelphia *Enquirer*, Baltimore *American*, and Rochester *Democrat* and *Chronicle*. The *World* brings more returns than any other paper."

Dr. Clark said he had found that each day in the week brought about the same returns, except possibly Saturday. He is of the opinion that a number of people read the Saturday and especially the Saturday evening papers on Sunday or at least look them over a second time.

He also said that the large size of the Sunday papers offsets the increased circulation, and that he has no use for special editions for the reason that they are so large the identity of an ad of ordinary size is lost.

The doctor said he favored newspaper advertising for the reason that its use resulted in quick action.

When asked his idea on testimonial advertising, he said:

"Our testimonials are from people who have been cured of consumption, asthma or bronchitis. I find testimonials pay, although they do not pull one-quarter as strong as they did a few years ago. I think this is because this

form of advertising has been overdone and so many illegitimate testimonials printed."

The doctor said he favored newspaper advertising in preference to any other medium because it resulted in such quick action. By using the right copy in the right paper he could obtain the desired results in a very few days. His policy in this respect, however, might be different were he advertising a soap or other commodity that has a general sale.

In speaking of testimonials Dr. Clark said that little trouble was experienced in obtaining them. As a rule cured patients are so pleased at recovering their health that they are glad to have the facts made known, and many of them consider it a duty they owe to their fellow sufferers.

More than once a cured patient has volunteered to publish his testimonial at his own expense.

Whenever the doctors take an unusually interesting case that they think will result in a cure and a testimonial, they often take the precaution of having the patient examined by outside physicians in order to have their diagnosis confirmed, and thereby render futile any possible attack in the form of a statement that the patient did not have consumption.

In many cases they try to make the thoroughness and honesty of their testimonials apparent by having the signer appear before a notary public and make acknowledgment.

#### REDUCED TO DOLLARS.

We are indebted to *The Outlook* for a table showing the amount (in agate lines) of advertising published in the month of June in fifteen leading periodicals, viz.: *Outlook*, *Review of Reviews*, *Collier's Weekly*, *McClure's Magazine*, *Harper's Magazine*, *Scribner's Magazine*, *Munsey's Magazine*, *Century*, *Cosmopolitan*, *Saturday Evening Post*, *Frank Leslie's Monthly*, *Success*, *Delineator*, *Ladies' Home Journal*, *Youth's Companion*.

Curiosity prompted us to have one of our estimate clerks reduce it to dollars, and we were positively frightened when we found that these fifteen publications, estimated with all commissions and cash discounts off, and at the lowest annual rates, earned three hundred and fifty-nine thousand seven hundred and thirty-one dollars and twenty-five cents (\$359,731.25) during one of the dullest months of the year.—*Our Wedge*, New York City.

#### SAGINAW (MICH.) CHIPS.

I saw an old window shutter standing up by the doorway of a drug store the other day. It was broken and much weather-beaten and had, evidently, passed beyond its days of usefulness as a window protector, but the druggist gave to it a new duty. He made an advertisement out of it. Near its top he had a sign, "Help the Blind," and a little below another placard telling about his house paints.

Beach & Reade are merchant tailors of Saginaw, Mich. Mr. Beach, the senior member of the firm, went to Europe on a pleasure trip this summer, and, while in London, executed a neat business stroke by sending a fac-simile letter, on Hotel Victoria stationery, to each of his customers at home, telling them what a choice line of real English woolens he had selected for fall trade. The idea is not new but seems particularly good. It is safe to gamble that most of the men who received those letters will remember to call at Beach & Reade's establishment to see the "extra novelties." In fact, I know that a great many have done so already.

The Spotless Town party is the latest social diversion. The young people dressed themselves after the fashion of the famous Sapolio characters and had all kinds of fun. The mayor, the butcher, the cook, the doctor and all the other Spotless Town celebrities were there and the affair was a great success. The masqueraders did not go to the party to advertise Sapolio, but that was really the chief thing they did. They could not do anything else and be true to the characters they assumed. Besides, the local newspaper wrote the thing up the next day and that was surely good advertising for Sapolio.

Perhaps if Mr. Ward got up a set of costumes and a book of Spotless Town verse he could afford to send representatives out on the road to give Spotless Town entertainments. Interest local talent and a church or library association and the trick could be done.

S. H. BUSER.

#### ILLUSTRATED EXTRACT FROM ADVERTISEMENT.



"THIRTY YEARS' EXPERIENCE IN FEMALE COMPLAINTS."

Quality and Quantity  
THE PRICE OF  
**THE DETROIT  
FREE-PRESS**  
REMAINS AT THREE CENTS A COPY.

its readers are the Intelligent and Prosperous people of Detroit and Michigan. For more than 70 years they have been able and willing to pay a reasonable price for the best newspaper in Detroit.

IT CONSERVES  
The BETTER Interests of the Advertiser, and  
COMBINES  
The BEST Interests of Advertisers and readers.

CIRCULATION:

Daily, - - - - -	42,500
Sunday, - - - - -	52,900
Twice-a-Week, - -	91,600

The Twice-a-Week Edition has more than Local or State Prestige. It is a National Distributer for Advertising Mail Order Houses and General Advertisers. They find it a Profitable Medium.

**J. E. VAN DOREN SPECIAL AGENCY,**

Direct Representatives and Managers Foreign Advertising,

Boyce Building, Chicago, Ill.

Temple Court, New York.

## ADVERTISING MEDICAL BOOKS.

During a recent visit to Philadelphia, a correspondent of PRINTERS' INK paid a call upon W. B. Saunders & Co., the well known publishers of medical books, whose main office is at 925 Walnut street, and here he found Mr. R. W. Greene, the manager of the advertising department. That gentleman spoke entertainingly upon the subject of advertising medical books. Introducing the subject, he said:

This is headquarters, but we have recently established a branch house in London. Mr. Saunders started in the publishing line in 1888, and we consider the company's present condition a remarkable example of the results of enterprise and modern business methods. These latter, of course, include an intelligent conception of that major force—advertising.

For from the first the firm advertised, impelled by faith, both from principle and experience. We felt that the theory of keeping one's name and products before the public is at the very basis of business success. And the enormous increase of our business, from year to year, we can trace, directly and indirectly, to the beneficial results of carefully planned use of printers' ink.

Our advertising may be divided into two distinct classes—journal advertising and circular advertising; and each class has its peculiar field of usefulness. As regards the former, we have for several years been regular advertisers in a number of medical journals. Our list includes the *Journal of the American Medical Association*, *Boston Medical and Surgical Journal*, the *Philadelphia Medical Journal*, *American Medicine*, the *Medical Times*, the *Medical World*, the *Pennsylvania Medical Journal*, and in England the *British Medical Journal* and the *Lancet*. Most business houses that advertise, especially to the medical profession, would probably consider this list a very small one. We, too, consider it so, but it has been carefully selected to meet what we believe to be our peculiar needs. Quality of circulation we have considered of more importance than quantity, although in the medical field quantity is a valuable factor, since nearly every physician is a possible purchaser. The great point is to choose mediums, the value of whose contents insures their being read by the physicians who receive them.

Our theory is that we cannot get the full value of our space except by the use of preferred positions. We make all our contracts conditional on the grant of space on the front cover. In connection with this front cover space, we use large amounts of inside advertising, always in preferred positions, either following reading or facing some special page in the journal. On certain occasions and at particular sea-

sons, we run announcements of from five to sixteen pages, and frequently these are printed in two colors. After the proper mediums have been selected, there are, we believe, three points essential to secure the most successful results from journal advertising. These are preferred space, plenty of it, and carefully prepared display.

Reading notices in the strictest sense we do not get; but most medical journals devote several pages to book reviews. We send out a great many copies of all our publications for this purpose, and when the works are of interest they receive critical editorial notice. These book reviews we consider equal in value to the same amount of preferred advertising space, excepting that in journals of high professional standing, whose opinions carry weight, they are worth a good deal more, provided, of course, the opinion expressed is a favorable one.

In order to be directly advantageous to us, a book review should speak favorably of the work under consideration. And we believe in having our books reviewed on their merits, and consider that, in the long run, an unbiased expression of opinion on the part of a journal is to the best interests of all concerned. We never let an unfavorable review prejudice us in any way against the journal that gives it.

The second class of our advertising consists of catalogues, circulars, booklets, etc. Our general descriptive catalogue is sent out in large quantities at certain intervals. We also issue envelope bulletins of "Latest Books," "Standard Publications," etc., circulars with sample pages of all our more important publications, catalogues of books on special subjects, as Nursing; also fliers, leaflets, paste-sheets, etc., in great variety.

We have carefully compiled lists, which are constantly revised and brought up to date. At particular seasons we circularize certain sections of the country, sending to our select list of names in that particular locality.

We have never made any attempt to "key" our journal advertising. It is impossible to trace results directly, since we have representatives all over the country who carry a full line of our publications, besides a large force of canvassers calling on the profession from time to time. These agents are directly benefited by our advertising, and we in turn reap the results of their success. Of course, both our journal and our circular advertising lead to inquiries and mail orders. All correspondence of this kind is carefully followed up.

For a long time our books had been placed on the English market through the agency of London publishers, and although they have always met with a favorable reception, we felt that by applying to the English market the same methods that had proved so successful at home, the sale of our publications in Great Britain and her colonies could be enormously increased. The senior member of the firm spent last summer in London, perfecting arrangements for the establishment of the English branch,

which was opened in October, under the management of a person thoroughly familiar with the details of medical publications as carried on in Great Britain. We immediately made contracts for advertising space in the *British Medical Journal* and the *Lancet*, the leading weeklies of the English medical profession, the former having a circulation of 23,000, the latter being the oldest English medical journal. Since then we have been using a two or three page announcement weekly in each journal, in connection with space on the front cover, and on several occasions we have used twelve pages in each journal. In these two journals the front cover space had always been devoted to publishers' card announcements, the page being divided into single column announcements of about one inch depth. No display is allowed, and the announcements have the appearance of the classified advertisements in PRINTERS' INK. For a long time the journals refused to allow us to use display on this page, but finally they gave way.

As to the relative efficiency of sending out literature in an unsealed envelope with a one-cent stamp, as against a sealed one with regular letter postage, it is our belief that people have become so accustomed to receiving advertising matter in sealed envelopes, with a two-cent stamp, that they are as likely to look with suspicion on matter sent that way as on unsealed matter. For our purposes, the unsealed circular is just as effective as the sealed one, provided, of course, it is inclosed in a neat envelope or wrapper. Our catalogues and circulars are always mailed flat.

#### ABOUT POSITIONS.

One of the most troublesome of the many problems that the advertising manager of a newspaper has to meet is the unending question of position. The larger the newspaper, the worse the difficulty.

The average advertiser doesn't think much about this matter, but it comes home to the long-suffering advertising man strongly enough.

It is an easy matter to put a few advertisers top of column, next to reading matter, but when you have a hundred or more, all insisting upon equally prominent positions, the plot begins to thicken.

The trouble is that advertisers follow each other around just as sheep follow the leader. They don't take the trouble to reason it out or to formulate for themselves any clear idea as to why they ought to have top of column, next to reading matter position. They know that Jones always has it, that Brown always tries to get it, and that Robinson left the paper because he could not have it without paying an extra price for it; consequently, the whole outfit immediately resolves that top of column next to reading matter is the correct and proper thing to have.

The underlying cause for all this difficulty is that advertising as an art is in its infancy, comparatively speaking, and that the value of classification is not yet fully understood.—*Columbus (Ohio) Citizen.*

#### PATENT MEDICINES IN AUSTRIA.

The Austro-Hungarian government will not allow the sale of patented medicinal and chemical preparations. Apothecaries are not allowed to sell remedies the prescriptions of which are not open to the inspection of doctors. Any medicine the ingredients of which cannot be recognized as to quality and amount is under a ban. Only those articles are recognized which contain drugs in regular use by physicians.

Every new medicinal preparation intended for general sale must be reported to the authorities, and no sales are permitted until official examination has found the remedy unobjectionable. Foreign goods must be accompanied by precise directions for preparation from the manufacturer, under his signature. Cosmetics are totally forbidden, as well as remedies for baldness.

Medical advertising in Austria is strictly regulated. Commendatory reports of cures in foreign countries must not be published. Disregard of the law in this respect may be made the basis of prosecution for illegal practice of medicine.

Mr. Hossfeld, United States Consul at Trieste, reports that "the Austrian law also undertakes to regulate the prices to be charged for patent medicines, for it provides that whenever the reasonableness of the price of such a remedy is questioned, it shall be rated on the basis of the official tariff promulgated in the *Pharmacopoeia Austriaca*.

"Those of our manufacturing chemists who are disposed to take the Austrian public or sanitary authorities into their confidence will probably not find it very difficult to obtain the necessary permission for the sale of their products, but I doubt whether any business which they may do in this country will ever prove a source of great profit to them."—*National Advertiser.*

#### WANT AD ILLUSTRATED.



"WANTED—A SMALL COLORED BOY ABOUT THIRTEEN YEARS OLD."

## QUAKER CITY PUBLICITY.

A peculiarly unpalatable illustration of the sinister way in which government laws are administered to the detriment of the public is afforded by the figures that show the expenditure for advertising ordinances during the first half of the current year. The mayor not only makes this fund, whose disbursement is in his absolute charge, a convenience by which to requite subservient journals, and squanders it in directions that fail to fulfill the purpose of the appropriation, but gives a material portion of it to what is recognized as the organ of a brothel.

The purpose of the law directing the publication of ordinances was devised to secure the scrutiny of the public upon the legislation enacted by councils. To that end about \$15,000 per annum has been appropriated in recent years. Heretofore, the payment for the service has been restricted to 10 cents per line. Last spring the rate was revised so as to allow 20 cents a line for newspapers having above 25,000 circulation, certified to on affidavits submitted to the mayor by the proprietors. Two newspapers have been drawing double their usual allowance for two or three months from this fund in consequence. Singularly enough, they are the only two of the daily newspapers that commend the local administration and discharge expletives at its opponents. This generosity to the organs, however, will result in an early exhaustion of the appropriation, of which almost nine-tenths have been already used up.

Considering the object of this expenditure, one might be surprised to find that the mayor seeks to enlighten taxpayers and citizens generally upon the character of local legislation by spreading the results in the columns of the *Evening Herald*, the *Evening News*, the *Sunday Leader*, *Sunday Transcript*, the *Philadelphia Bee*, and a few other more or less like journals. One looks in vain for papers like the *Ledger*, *Press*, *Times* and *Record* on the list. Out of the disbursements to date, the

*Item* has to its credit nearly \$2,500, while the *Inquirer* got scarcely more than \$1,800; the *Evening News*, which is put under doorways gratis, got over \$800; the *Evening Herald*, which is in the nature of a confidential publication, was given \$300, and the *Philadelphia Bee*, which the vast majority of people probably never either saw or heard of, is the mayor's opportunity for the distribution of \$350.

The worst feature in this aggregation of wretched features is the payment of more than \$1,000 to a Sunday journal that is never seen in the hands of any self-respecting man. That the mayor continues to deliberately commit the offense to common decency of bestowing any of the municipal revenues for the support of this unspeakable sheet is shown from the fact that a citizen called his attention officially to the matter a year to two ago. At that time, Mr. Ashbridge was apprised of the commitment of a youth in Pittsburg to an imprisonment of six months for the offense of selling the unclean paper on the streets of that city, and the citizen expressed his pained surprise that official advertising of Philadelphia had been found in its columns. From that day to this, however, its proprietor has steadily drawn the warrants given to him for advertising by the mayor.

The most painful reflection in the case is that it would doubtless surprise normal people if Mr. Ashbridge should disburse this particular fund, over the distribution of which he has exclusive and absolute control, in a way that would not suggest the profligacy shown by these irrefutable facts and figures.—*Philadelphia (Pa.) City and State.*

## HE KNEW.

No general can fight his battles alone. He must depend upon his lieutenants, and his success depends upon his ability to select the right man for the right place.—*Philip D. Armour.*

## IF.

If somebody hadn't advertised and made a success of it, and some were not advertising successfully, there would be little work for the advertisement compositors.—*White's Sayings.*

# To the Publisher:

The Special Issues of PRINTERS' INK and the number of sample copies to be sent out are as follows:

## GOES TO PRESS OCTOBER 2D.

OCTOBER 9.—Druggists, Wholesale and Retail. 36,000 sample copies.

## GOES TO PRESS OCTOBER 30TH.

NOVEMBER 6.—Cigar Manufacturers. 13,000 sample copies.

## GOES TO PRESS NOVEMBER 27TH.

DECEMBER 4.—Seed and Nurserymen. 12,000 sample copies.

## GOES TO PRESS DECEMBER 31ST.

JANUARY 8.—Distillers. 1,700 sample copies.

As an advertising opportunity for the meritorious newspaper which has space to sell to advertisers these special issues offer an exceptional opportunity to address and directly interest all in what one has to offer.

The number of pages to an issue of PRINTERS' INK is small, advertising space is limited. Both reading matter and advertisements, once the paper gets to the party addressed, will be read. If you order your space now, nobody else can get it away from you.

Advertising rates \$100 per page each issue, smaller space pro rata. If interested, address

# PRINTERS' INK,

10 Spruce St.,

New York.

**"THE COLLEGE OF THE PEOPLE."**

One of the successful citizens of our country has said: "The newspapers should supplement the schools and constitute the college of the people."

The college of the people! It is a title worth striving for. It means the ideal newspaper, containing the products of many brains—literature, the arts, science, religion, politics, originality of thought, humor, and events that make history. It should strive to raise the standard of life to a higher plane of intellectuality, to a broader view of life, to a brighter conception of the world's affairs, to a more human interest in our fellow beings.

It is a responsibility that is not always appreciated, nor accepted by its owners—this idea of a newspaper. There are those among us whose only desire is to attract attention, at whatever cost. They gloat over awful details of horrible crimes. They smack their lips over nauseating scandals. They cry out lies and blasphemies against our politics and politicians. They print offensive caricatures of our great men and cartoons appealing only to the coarse-minded. They drivell with a sentimentality that is not sentiment. They thrust this "yellow" journalism conspicuously before the eyes of the people, whose champions they usually profess to be; and the people buy these papers, and believe them. Those of naturally morbid tendencies grow more morbid in the perusal of unhealthy tales. The hidden criminal is brought to the surface in many natures by a constant reading of these stories of crime. The low-minded are not shamed; the ideals of the better-minded are lowered; the pure-minded can only turn away with a sigh and long for that which appears not to exist. They educate the people, indeed—but to what end?

Let the newspaper in truth be the college of the people, in every home alike, palace or cottage. Since it is supported by the people, let it seek their approbation, but let it educate that approbation

to a better standard, not a meaner one—let it not yield to the worst elements of human nature for the sake of its own pocketbook.

No musty books in ancient colleges have done as much for the masses as have the newspapers. For a few cents a week every man can gain for himself an education of the broadest kind. None need complain that he has not had a fair chance. It is within the reach of all.—*Chicago Journal*.

**ONE PREACHER'S VIEW.**

Churches do not advertise as they should. Twenty-five years ago a simple announcement in the local paper was considered sufficient by most business men. To-day the successful merchant feels it incumbent to take more space and advertise more carefully and attractively. But the church has not changed. It still retains the custom of former years and contents itself with brief statements of services in the church notices found in the Saturday paper. Thus, in the matter of advertising alone, the children of this world are wiser than the children of light. Churches that spend money in advertising, not only in daily papers, but through various methods employed in business, are making themselves known and reaching the people.

If a church society gives an entertainment and sells tickets, returning an equivalent for that which is charged, it acts in a perfectly businesslike way. But when it forces tickets on business men on pain of losing trade, it simply goes into the blackmailing business and deserves to receive the condemnation of the community. Any church has the right to expect support of the daily press.—*Rev. Dwight E. Marvin, D.D.*

**ILLUSTRATED TESTIMONIAL.**



"AFTER TAKING THREE BOTTLES I DO NOT LOOK NOR FEEL LIKE THE SAME MAN!"

**SMALL SPACE.**

The question of how much space to use is probably the most important that confronts beginners in advertising. It is frequently stated that a large advertisement will pay better in proportion to cost than a small one—that is, an advertisement that costs one hundred dollars is said to bring more than ten times the business that results from a ten-dollar advertisement. While this may be a pretty safe maxim for long established advertisers to follow, the inexperienced beginner, who must buy his experience along with his space, would, in most cases, be sure to fail, did he too literally follow this rule.

The beginner in advertising to be successful, must be cautious. He should remember that he has no experience, and that this valuable requisite is attained only as a result of mistakes. Mistakes are inevitable in all advertising, and on the price of one's mistakes depends, to an extent, whether or not one will succeed in advertising. For instance, an advertiser may pay one thousand dollars for a page space that brings no business whatever. His mistake in this instance costs one thousand dollars. On the other hand, had the advertiser taken but a ten-dollar space, his mistake would have cost but ten dollars, and would have increased his advertising knowledge fully as much as would the one thousand dollar mistake. Mistakes should be bought as cheaply as possible.

Small space has the advantage in that if it does prove unprofit-

able, the advertiser is not out very much. When a small space brings paying results, it's pretty safe to presume that a larger space will pay better—that is, if an inch ad pays, a two-inch ad ought to pay better, and that a four-inch ad ought to pay better in proportion to cost than does a two-inch ad. But it's quite possible that the size of an ad can be increased above the profit point. When an ad is large enough to be seen by all who read the paper in which it appears, all additional space that an advertiser may take is wasted, unless such additional space is required to thoroughly tell the advertiser's story.

TAYLOR Z. RICHEY.

**THE SIZE OF POSTERS.**

One-sheet posters measure 28x42 inches; two-sheets measure 42x56 or 60 inches; four-sheets measure 4½x7 feet; eight-sheets measure 7x9 feet; twelve-sheets measure 9x10 feet; sixteen-sheets measure 9x14 feet; twenty-sheets measure 9x17 feet; twenty-four sheets measure 9x20 feet.

Larger than twenty-four-sheets may be obtained and posted, but this is the largest size posters commonly used.

Eight-sheets are the size employed by most advertisers because they are of a size which will more nearly meet every requirement and the size of boards used everywhere. When larger display is wanted two are used to make a sixteen-sheet display or three to fill a twenty-four-sheet board. The cost is moderate and the size of the sheet large enough for ordinarily effective publicity.

Among those in the trade the size of poster is always reckoned by the number of sheets.

Anything smaller than a one-sheet is called a "snipe" or "gutter-snipe."

A listed service is one usually contracted for at least four weeks' display of posters of eight-sheet or larger size on regular locations. These must be kept in good condition and renewed when necessary.—*Advertiser.*

**An Educator's Estimate.**

**"THE EVENING STAR is everything a newspaper should be."**

(Signed)

**W. F. HARRIS**

(Commissioner U.S. Bureau of Education).

Washington, D. C.

**M. LEE STARKE, Representative**

{ New York, Tribune Bldg.  
Chicago, Boyce Building

According to the  
American Newspaper Directory  
for June, 1901, the

**Montreal**  
**La Presse**

is credited with the  
**Largest Circulation**  
accorded to any French paper

**In All America.**

*...nplaires.  
Journal anglais publié en Canada.*

## VALUABLE INFORMATION

As advertisers are often liable to receive false information touching the circulations of Canadian newspapers, we deem it our duty to give them some interesting facts which will prove the superiority of the circulation of LA PRESSE as compared with those of the other French and English newspapers.

LA PRESSE has a circulation of 32,500 copies in Montreal and 36,379 copies outside of the city. or a

**TOTAL OF 68,879  
copies**

We omit in the above figures several thousand copies sent to the United States.

No other French paper has a city circulation of over 6 000 or of 14 000 outside.

Therefore the city circulation of LA PRESSE exceeds by at least 26,500 that of any other French newspaper.

**It also exceeds by at least 55,000**

*the total circulation of any other French paper published in Canada.*

The circulation of LA PRESSE further exceeds by not less than 20,000 the total circulation of any English newspaper published in Canada."

**L'HONORABLE H. A. DUBUQUE**



**C'EST**

**Nouvelle théorie  
repo**

**Leurs h**

Ottawa, 20 — On ce de trois théories la Morrison : le meurtre accident. Cette dernière correspondant. Le grand nombre de personnes suicidées de cette ville, c'est une coupure au fondement de cette pandémie. Une personne prétend être la sœur de la défunte assert de base à la théorie comme il est générale. Bella était excellente et d'envers, était saine et jamais signifié l'intérêt de ses jours, votre correspondance les lieux supposés, en est venu. Bella a été victime encore a-t-il déclaré quant à l'endroit déroulé.

Donc, aucunement.

## NOTES.

It is reported that practically the entire editorial force of the New Orleans *Times-Democrat* have gone over to the *Item*.

The winter term of the Art Students' League of New York, American Fine Arts Building, New York, opens September 30, 1901.

BYRON W. ORR, formerly connected with Rothenburg & Co., of New York, is now advertising manager of the Mermod & Jaccard Jewelry Co., Broadway and Locust streets, St. Louis.

THE H. T. Mason Chemical Company, 521 Arch street, Philadelphia, sends proofs of really excellent ads on Mason's Cream of Olives. The ads are three inches double-column, illustrated with cuts that have life and vigor.

THE *Journal of the American Medical Association*, 61 Market street, Chicago, issues an illustrated card showing its circulation by States. The *Journal* claims to be the largest medical weekly in America, both in size and circulation.

THE American Cuckoo Clock Company, 37 and 39 North Ninth street, Philadelphia, sends out an attractively arranged illustrated folder about clocks. The absence of price quotations is perhaps a drawback on the otherwise well arranged specimen.

THE publishers of the Baltimore (Md.) *Manufacturers' Record* send out to advertisers two booklets containing testimonials and endorsements from advertisers and others. The uniform absence of dates to the documents referred to impairs their effectiveness.

THE "Julia Marlowe" folders issued to the trade by the Rich Shoe Company, makers of the Julia Marlowe Shoe, Milwaukee, Wis., are commendable specimens of advertising literature. They are plain, practical and convincing. The typographical execution is also excellent.

THE advertising department of the Cleveland (Ohio) *Farmer* has published a series of booklets and folders for the information of advertisers which ought to prove profitable as they are excellently written and arranged. Their mechanical make-up is also exceptionally good.

THE Atchison, Topeka & Santa Fe Railway Company, Great Northern Building, Chicago, publishes an interestingly written and richly illustrated booklet on "Summer Outings in California." It contains twenty pages, 6 $\frac{1}{2}$  x 8 $\frac{1}{4}$  inches in size, and a map of the Santa Fe railroad lines.

S. A. PERKINS, publisher of the Tacoma (Wash.) *Evening News*, accompanies his circulation statement of the *Evening News* for the past twelve months with a souvenir spoon of unique design. The center-piece of the handle represents a crafty salmon with gold burnished head, tail and fins.

THE Sterling Remedy Company, Chicago and New York, send their art poster, the "Watermelon Coon," to any

one sending ten cents for a ten-cent size box of Cascarets. The poster is 2 $\frac{1}{2}$  x 3 $\frac{1}{2}$  feet, brilliantly colored, and the publishers assert that it has made a furor from Maine to California.

LONDON merchants who want to adopt American advertising methods have organized to fight "conservatism" of newspapers. And yet when James Gordon Bennett undertook to give them a London newspaper of the American kind they promptly boycotted him out of the field.—*Beardstown (Ill.) Enterprise*.

"The Story of a Grain Field" is a handsome and practical booklet issued in the interest of the products of the Hecker-Jones-Jewell Milling Company, 207 Produce Exchange, New York. It has 64 pages, 3 $\frac{1}{2}$  x 5 inches in size, which contain many useful recipes that will undoubtedly prove interesting to women.

THE Philadelphia *Times* sends to advertisers a fac-simile of the weekly report of the carrier service of Philadelphia for one district for the week ending August 3, 1901. The *Times* asserts that the net increase during the week in one district out of fifty-seven, it serves at homes in Philadelphia for the daily and Sunday *Times*, is 946.

THE Charles Austin Bates Agency, of New York, is engaged in the preparation of a series of booklets and business circulars for Brooks, Bond & Company, of London, the second largest firm of tea dealers in Great Britain. This order, which is a large one, is regarded as a tribute to Mr. Bates' ability, as the competition for this business in England was exceedingly lively.

THE Paul E. Derrick Advertising Agency, Tribune Building, New York, has engaged Mr. H. P. Powell Rees, who formerly has been connected with the Lyman D. Morse Advertising Agency, New York, as manager of their London office. They have recently opened offices at 4 Norfolk street, Strand, W. C., London, and propose to operate a distinctly American advertising agency.

THE *World's Work* for September contains the strikingly interesting story of one of the most notable achievements American industry has ever accomplished. How the famous Gokteik viaduct was built near Mandalay, of American-made material, according to an American estimate, by an American company, is told by J. C. Turk, who was the engineer in charge of the construction, and the article is finely illustrated by photographs taken in India by the author. And the magazine has many other interesting features.

COL. ALEXANDER D. ANDERSON, of Washington, D. C., has written an interesting pamphlet on "Charleston and Its Exposition." The publication contains historical notes, describes the advantageous position of Charleston as a seaport, its tributary country and topography, gives many commercial and industrial data, also a number of maps and diagrams. It is a valuable piece of literature, issued in connection with other excellent booklets advertising the coming South Carolina Inter-State and

West Indian Exposition at Charleston,  
South Carolina.

THE American Newspaper Directory, published by Geo. P. Rowell, occupies a position *sui generis*. It comes as close to being the bible of its readers as can anything in the high form of literature which is sacred to advertising. When a publication is rated by the American Newspaper Directory an advertiser can depend upon its estimate as being a fair one. Being revised and published quarterly, the very latest reports are naturally given, and the offer of a reward for the detection of false statements assures its being authentic.—*Returns, San Francisco, Aug., 1901.*

It is gratifying to note that the press of New York State is unanimous in its demand that some plan shall be devised whereby the advertising-sign nuisance may be mitigated in some degree, if not entirely suppressed. The plan most in favor is that which has been strongly advocated by the New York Tribune, of imposing a stamp-tax upon posters, billboards and other public signs, sufficient in size to add a considerable sum to the revenues of the State, while it serves at the same time to bring within bounds a great and growing evil. The Tribune, the Evening Post and the Evening Sun are among the metropolitan papers doing good service in urging remedial measures.—*New York Leslie's Weekly.*

#### CALLS IT POOR BUSINESS.

McCOMB, O., Aug. 17, 1901.

*Editor of PRINTERS' INK:*

In the June number of Pearson's Magazine appeared a striking advertisement. The girl in the picture was shown first wearing an ordinary collar, which was twisted to one side, and she appeared very vexed. Opposite was shown the new collar with a hole through each side of the front for the tie. I decided to invest in some of this kind, but failed to take the address at the time. The magazine was mislaid so I looked in next month's Pearson's, but it was not to be found in that or any other of the monthly publications nor has it appeared since, to my knowledge. Rather poor business methods, don't you think? Respectfully,

MISS BELLE MOORE,  
Care of McComb Record.

#### MAILING TUBES.

INDIANAPOLIS, Ind., Aug. 21, 1901.  
*Editor of PRINTERS' INK:*

We would be pleased to receive names and addresses of manufacturers of mailing tubes that are known to you.

Very truly yours,

THORNTON WEST,  
Managing Editor Indiana Weekly.

#### KEEPING UP THE AVERAGE.

There is no way of keeping up the average of your advertising but by keeping constantly at it. You may write an advertisement that is mediocre or even very poor once in a while, but if you advertise constantly you have at hand daily a means to correct the impressions.—*Advertising World.*

#### CERTIFICATE NUMBER ONE.

"THE BALTIMORE NEWS,"  
NEW YORK, Aug. 22, 1901.

*Editor of PRINTERS' INK:*

It affords me pleasure to inclose here-with the first certificate of circulation issued by the Association of American Advertisers.

The News is the only paper in Baltimore that publishes a detailed statement of its daily circulation. The News is the only paper that opens its books, accounts and contracts, so that the advertiser may assure himself that he is "on the ground floor."

Respectfully yours,

M. LEE STARKE,  
Foreign Advertising Representative.

Association of American Advertisers.—This certifies that this association has examined the circulation of the Baltimore News, Baltimore, Md., covering a period beginning with the first day of January, 1901, and ending with the first day of April, 1901, verifying the same from the pressroom, books of record and system of distribution, and finds that the average number of copies of each issue circulated during said period was thirty-five thousand six hundred and twelve (35,612) each weekday, according to the definition of circulation adopted by this association.

This certificate is valid only in its entirety.

C. W. POST.

President.

GEO. A. PRIEST,

Secretary.

R. McKEAN JONES,

Chairman Com. on Circ.

NEW YORK, July 27, 1901.

#### ADVERTISING A LECTURER.

CORDOVA, Ala., Aug. 26, 1901.

*Editor of PRINTERS' INK:*

I have been a regular weekly reader of PRINTERS' INK for five years. My subscription is now paid up until 1904. During all this time I do not recall having ever read any methods for advertising a lecturer and his lecture. Is it within your power and domain to give a chapter on this subject—giving all the detail possible? How long beforehand should it be advertised in a city of, say, from 10,000 to 25,000 population? Methods, place, etc. I mean the ordinary, popular lecturer. I hope to see such an article soon, if possible.

Yours truly,

JOHN EARL GARRISON.

The Little Schoolmaster will receive articles on this subject, not exceeding 1,500 words, and pay for such contributions as will be found acceptable.

#### MAIL BAG ENVELOPES.

NORFOLK, Va., Aug. 23, 1901.

*Editor of PRINTERS' INK:*

Can you tell us where we can buy imitation mail bag envelopes?

Respectfully,

SOUTHERN ADVERTISING CO.

#### NOTHING TO PREVENT IT.

If each advertiser could and would advertise in only those mediums that paid, there would be fewer advertising mediums.—*White's Sayings.*

## SPECIFIC NAMES.

Swinburne, the poet, once said something about "all the world being bitter as a tear." That is the way this sub-lunar sphere undoubtedly appears to the investors in the prune advertising which appeared in some Eastern newspapers last winter and spring. It was said that \$500,000 was lost in the venture, although this is undoubtedly one of those exaggerations which are so common to-day concerning all advertising affairs. The *Argonaut*, of San Francisco, lays the blame of the fiasco upon the fact that these advertisements advertised prunes merely as prunes, and that they benefited all prunes as much as the ones which stood the expense. To advertise prunes as food may be well, but all prunes are prunes and something more than this must be done in order to insure success. The *Argonaut*, in fact, recognizes one of the cardinal principles of modern advertising—that the trade-marked name must be made prominent, and a distinctive package must be adopted, to reap benefit from advertising. What is around goods counts as much as they do in advertising. People as a whole do not call at a drug store for a tonic wine, but for Vin Mariani; not for a toilet soap, but for Medicura; not for a liniment, but for Pond's Extract. Specific names are what people tie to. Mariani & Co., the Medicura Soap Co., and the Pond's Extract Company could advertise tonic wines, toilet soaps and witch-hazel liniments through eternity, and yet they might not reap any benefit from the course. The package and the name are twin stars of the modern advertising firmament.—*Advisor*.

## STARTLING.

A Bostonian, while exploring the files of a paper printed in his own town a century ago, came across this rather startling advertisement: "H. Rogers informs those ladies who wish to be dressed by him, either on assembly or ball days, to give him notice the previous day. Ladies who engage to and don't dress must pay half price."—*Utica, N.Y., Observer*.

## Classified Advertisements.

*Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.*

## WANTS.

WANTED two linotype channel plates, second hand. Address, stating price, "E. F.", care Printers' Ink.

WILL offer my services and experience in securing advertising for one or more publications. P. O. Box 18, Fricks, Pa.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

ORDERS for 5 line advertisements 4 weeks \$10 in 50 Illinois newspapers; 160,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

WANTED—Every advertisement writer to secure a copy of our book of ready-made advertising copy. A valuable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Send postpaid on receipt of price, \$1. Address GEORGE P. ROWELL & CO., 10 Spruce St., New York.

DESK position wanted by experienced newspaper man. All refs. Box 508, Meriden, Conn.

CAPABLE, experienced magazine manager, an organizer and tactful handler of men, with a genius for building up circulation and advertising, seeks position. Built up a paid circulation of 75,000 on one new magazine in six months, almost without expense, as a good writer and knows circulation thoroughly. Would work for a share of profits or results but would draw \$50 a week. Address "B. K. B." Printers' Ink.

THE NEW ENGLAND JOURNAL FOR INVESTORS AND UNITED STATES JOURNAL FOR INVESTORS are the only weekly publications devoted to the interests of investors published at a popular price (\$1 per annum) in this country. An energetic and reliable man is needed to care for New York business, and correspondence is solicited from those competent to fill the position. The company prefers a man on commission and will cash contracts with reputable concerns on presentation. WARREN T. BILLINGS, Manager Journal for Investors Company, 408-410 Worthington Bldgs., Boston.

## FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free. SHAW-WALKER, Muskegon, Mich.

## NUMBERING MACHINES.

OUR numbering machine is the best. WETTER NUMB'G MACHINE CO., 515 Kent Ave., Brooklyn.

## HALFTONES.

PERFECT copper half-tones, 1-col. \$1 : larger, 10c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

## SPECIAL REPRESENTATIVES.

LACOSTE AND MAXWELL, 38 Park Row, New York, telephone 3239 Cortlandt, special representatives for leading daily newspapers.

## PAPER.

SEND for samples of our Seal Linen Ledger, 8½c. per lb. No ledger at same price can approach it. BASSETT & SUTPHIN, 45 Beekman St., New York City.

## IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

## ELECTROTYPES AND STEREOTYPES.

ELECTROTYPING or stereotype cuts. When you want good ones, order from Bright's "Old Reliable." St. Louis Electrotype Foundry, No. 21, North Third St., St. Louis, Mo.

## LINOTYPE AND STEREOTYPE METAL.

MANUFACTURE the best linotype, stereotype and electrolyte metals in the world. Get my prices before ordering. Out-of-town orders solicited. I. SHONBERG, 178 Hudson St., N. Y.

## LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 395 Broadway, N. Y.

## PRESSWORK.

HIGH-CLASS presswork is our specialty. We have the reputation of doing the best half-tone printing in the business. Consult us before placing order. FERRIS BROS., 45-51 Rose St., N. Y.

## PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

THE finest engraving plant in the world. Our half-tone plates are known everywhere as the best. GILL ENGRAVING CO., 140 Fifth Ave., New York.



## ADDRESSES

**A**DRESSES of bona fide residents and tax-payers of Salt Lake City and county, Utah. Information Bureau, City and County Building. "REFERENCES," Salt Lake City, Utah.

## **NEWSPAPER METALS.**

**Y**OU know you're "on the safe side" when you use Blatchford Stereotype, Linotype, Monotype and Electrotype Metals. Send for booklet, "Better Newspaper Making." E. W. BLATCHFORD & CO., 54-70 N. Clinton street, Chicago. (Established 1854).

**BOOK PREMIUMS.**

**G**OOD books make the best newspaper premium. We publish the finest line of premium books out. Have been used by city dailies and country weeklies with great success, proving to be the greatest circulation builder known. Now is the time to work subscriptions. Send for circular and prices. STANDARD PUB. CO., Leesburg, Ind.

## ELECTROTYPES.

**W**I.LL sell electro-s of illustrations on all subjects at 5 cents per square inch. Send \$1 for proofs, refunded on first order. L. ELKUS, 150 Nassau Street, New York.

**WE** give special attention to making of good electrotypes for newspaper ads. Prompt. Out-of-town work done carefully as city. RAISBECK ELECTROTYPE CO., 24-26 Vandewater St., N. Y.

**FOR SALE.**

**E**LCTRIC motor for sale. 20-horse power, 220 volt, Niagara motor, in first-class condition. Will be sold at a bargain. UNION PRINTING CO., 15 Vandewater St., New York.

**O**WING to surplus order, we have for sale 100,000 lbs. of machine-finished book paper. In rolls 41 $\frac{1}{2}$  inches wide. Weight 70 lbs. 32 $\frac{1}{2}$  x 41 $\frac{1}{2}$ . Purchaser must take whole lot. If you can use this paper write us for sample and price. Address P.O. Box 1200, Lowell, Mass.

**FOR SALE**—Two three-deck and one two-deck stereotype perfecting presses. Must be taken out immediately to make room for Hoe quadruples. In excellent condition, one having been used only about a year. For particulars address "TRIBUNE" care Printers' Ink.

**E**VERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost but 20 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

**TRADE PAPER FOR SALE.**

I HAVE just come in touch with one of the best trade paper opportunities I have ever handled. Business, \$40,000; adv. income, \$12,000; price, \$75,000. Can be made worth twice the amount in a short time. EMERSON P. HARRIS, 233 Broadway, New York.

#### ADVERTISING AGENTS

**\$5** HELP or Agents Wanted in the Sunday issue of 15 leading metropolitan newspapers. A bargain for mail order men. Lists free. HUNGERFORD & DAKRELL, Washington, D. C.

PRINTERS.

WE print an attractive, booklet, 8 pages,  $\frac{3}{4} \times 5$  inches in size, wire stitched, fine paper, any color of ink, 1,000 booklets for \$10; 5,000 for \$36. For illustrations and writing copy, if so desired, we make a small additional charge. PRINTERS' INK PRESS, 10 Spruce St., N. Y.

FOR a limited time I will print and deliver at your postoffice, charges prepaid, 1,000 type-writer linen letter-heads,  $\frac{5}{8} \times \frac{8}{5}$  inches, for \$1.50;  $\frac{8}{5} \times \frac{11}{2}$  inches,  $\frac{3}{4}$  inches; statements, No. 6 billheads or packet notes, \$1.75, cash with order. Proofs submitted if desired. High-grade work. WILCOX. The Printer, Milford, N. Y.

We fill orders for printing, transportation charges prepaid, for all parts of the U. S. Catalogues, booklets, folders, circulars. We have all facilities for best work at lowest prices. We warrant perfect execution in every detail. We do printing for firms that want creditable work—work in which they take pride. It is something to know that your work will be done right—that your order will be executed exactly as specified. Send us samples or description of what you want and we will quote you prices on same that will interest you—prices that will save you money. Medicine company work solicited. Your order will have our careful and prompt attention. Inclose stamp for samples of our work.  
ROWAND PUBLISHING CO., Bellefontaine, Ohio

*At This  
Office*

**10 Spruce St.,**  
**New York.**

**Geo. P. Rowell & Co. Advertising Bureau** keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

## ADVERTISING MEDIA

**T**HE GOLFER, Boston. Oldest golf publication in America.

**H**ARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

**T**O reach mail-order buyers at 10c. line, use AGENTS' GUIDE, Wilmington, Del.

**P**OST, Middleburgh, Pa., 2,000 circ'n weekly, 10c. per inch, brings satisfactory results.

**1,800 WEEKLY** guaranteed. Rates 10c. instant. CHRONICLE, Princeton, Ky.

**A**DVERTISING agents serving their clients honestly, call up TOILETTES; estab. 1881.

**40 WORDS**, 5 times, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 6,800.

**G**ENERAL INFORMATION, 420 Main, Binghamton, N.Y., trial 3 mos. 10c. None free. Rates 25c.

**R**EACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

**A**NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

**I**F you want to reach the reading class of Western St. Clair County, place your ad in THE NEWS, Capac, Mich. It's a winner.

**A**DVERTISERS' GUIDE, New Market, N.J. Circulation 5,000. Sample free. Mailed postpaid 1 year; 25c. Ad rate, 10c. line. Close 34th.

**Y**OU should share in the profit of Manitoba's enormous wheat crop. You may by using the REVIEW, Cartwright, Man. Write.

**V**IAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. WEEKS & CHAPMAN, publishers, Vian, I.T.

**ONLY** 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N.Y.

**M**ANUFACTURERS buy large amounts of machinery supplies, equipment, etc., for factory and office use. Advertise your goods in THE MANUFACTURERS' JOURNAL, Brooklyn, New York. Write us.

**T**HE FLORIDA FREE PRESS, published at Bristol, Liberty County, Florida, every Friday. The official and only paper published in the county. In the center of a very fertile agricultural and turpentine district.

**"C**OUNTRY ADVERTISER," monthly, 13 pages; devoted to the advertising interests of the country merchant and business man. A year and worth it. Special offer, good until Oct. 1, one year for 10c. Send to-day. Box 52, Grenoble, Pa.

**P**EOPLE who want to reach Western readers with their business should consult the Billings (Mont.) TIMES. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. M. C. MORRIS, Proprietor.

**T**HE Wrightsville TELEGRAPH is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address THE TELEGRAPH PUB. CO., Wrightsville, Pa.

**A**FFIDAVIT—I, E. P. Boyle, publisher of the HOUSTON WEEKLY TIMES, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,408. E. P. ROYLE, Publisher. Subscribed and sworn to before me this 11th day of January, 1901. S. E. TRACY, Notary Public in and for Harris County, Tex.

**K**EY WEST, Florida. Read and advertise in the Key West ADVERTISER, the only newspaper ever published in the most southern point in the U.S. Established 11 years; 8 fol. pages. Only 90 miles from Havana, Cuba. J. T. Ball, Mgr.

**T**HE FREIE PRESSE, Wilmington, Del. The only German newspaper—a daily 21 years in existence—published in Delaware, and the only one between Philadelphia, Reading and Baltimore.

If you want to reach a good German trade, place your advertisement in the columns of this paper. Results prove the value of the medium. Write for sample copies and advertising rates.

## THEATER PROGRAMMES.

5 best theater programmes in New Jersey: Empire Theater, Newark; Blaney's Theater, Newark; Columbia Theater, Newark; Krueger's Auditorium, Newark; Academy of Music, Jersey City. Fifty cents an inch per week in each; \$2 each for all five. Circulation 45,000. Discount for big spaces. Address TOWN TALK PRINTING CO., 625, 630 and 635 Broad St., Newark, N.J.

**N**ONLY 5 cents a line is all the AMERICAN PHALATELIST charges for small advertisements. Send your copy and pay on receipt of marked copy. Mail order and patent medicine advertising pays fine. 1,000 paid-up subscribers, every one a buyer, every one a "sport" consequently has money "to burn." What more could you want! It is not the size of the circulation in this case, but the quality. THE AMERICAN PHALATELIST, Minden, Neb.

**T**HE best adv'g medium in Dodge County, Minn.—the greatest agricultural and dairy region in the State—is the DODGE COUNTY REPUBLICAN. Est. 1867. Through no other source can the well-to-do constituency of this paper be reached so economically as through the REPUBLICAN. All home print. The best equipped country printing establishment in the State. The REPUBLICAN carries more ads, at a higher rate, than any paper in Dodge County—it reaches the people. For send samples address R. A. SHAVER, publisher, Kasson, Minn.

## MISCELLANEOUS.

TIRES by mail, puncture proof, \$6 pair. Anti-Cactus, \$7.50. Pleasure to ride. ROADSTER CYCLE WORKS, Camden, N.J.

## NEWSPAPER BARGAINS.

\$5,000 BUYS an established newspaper and job printing in Massachusetts. \$7,500 profit a year—the owner writes me of a monthly class journal that he will sell for \$12,500.

\$1,600, on satisfactory terms, buys a weekly property in Virginia.

\$2,000, one-half cash, buys a New Hampshire weekly, in a very large town. Surely a good property for any such price.

\$300, one-half cash, buys quite a weekly and job property in Ohio.

\$1,500 with \$1,300 cash down, buys a job office in Illinois. Doing \$3,000 business now and increasing.

Properties for sale, \$1,000 to \$100,000.

If you mean business you are invited to visit or correspond with.

C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

## ADVERTISING CONSTRUCTORS.

A. RTHUR E. SWIFT, Omaha Building, Chicago. Mail order business only.

W. M. WOODHOUSE, JR., Trenton, N.J., writes catalogues and booklets.

WRITE me about my business-bringing ads. H. L. GOODWIN, Malden, Mass.

"I f it's ad'gvertising, see HOLBROOK." Writer and adviser. 97-99 Nassau St., New York.

COPY for short circular, \$2 cash with order. JED SCARBORO, 507 Halsey St., Brooklyn.

Retailers, add a mail order department. R. GEO. R. CRAW, 115 Dearborn St., Chicago, Ill.

DRUGGISTS who advertise consult JANSKY & MRZAK, Drug Adwriters, 804 South Land Ave., Chicago.

FOUR to eight original common sense ads written to sell goods at \$5 to \$8 per month. EDWIN S. KARNS, 337 E. 43d St., Chicago.

## PRINTERS' INK.

**H**ENRY FERRIS, *his [HF] mark,*  
1049 Drexel Building, Philadelphia.  
Advertiser and designer. Write for samples.

**O**RIGINAL ideas in drug window displays, all tried and business brings. Any kind of a display idea for \$1. T. BALLMAN, 231 Sutter St., San Francisco, Cal.

**100,000** 16-PP. books written, illustrated, printed, \$25. Good paper. M. P. GOULD CO., "Medical Advertisers," Bennett Bldg., N. Y. Write for particulars.

**"J**ACK THE JINGLER'S" best of fads is writing rhyming business ads, Of pith and point, for every use. His New York address is 10 Spruce.

**C**OPY for 8-page booklet, \$3.75; four trial ads, \$2; advice on any business subject, \$25; yearly service \$6 per month up, owing to amount of work. FRANK B. WILSON, Kenton, Ohio.

**W**RITING and illustrating for general advertisers only. All kinds of business literature. High prices, but effective work. Newspapers a specialty. F. CROSBY, 108 Fulton St., N.Y.

**L**AUNCHING a new business? Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

**L**E T me do the writing of your advertisements, booklets and circulars. Medical advertising is my specialty. The Dr. Kennedy ads show my ability. Let me give you price for doing your work. C. B. PERKINS, Globe Bldg., Boston, Mass.

**"A**FTER You Get the Inquiry" is the title of a prettily printed little folder that I would like to send to all advertisers who are not getting much business out of their inquiries as they ought to. It talks about turning inquiries into orders. BENJAMIN SHERBOW, Advertising, 2152 North 30th St., Philadelphia.

**A**NDUCTORS will find our book of ready-made advertisements of great assistance in getting business. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**"T**HE world gives its admiration to the man who does what nobody else attempts to do, to the man who does better what multitudes do well." We write convincing advertising and illustrate it too if you like.

THE HEBER MACDONALD CO.,  
St. James Bldg., New York,  
Phone 1748 Madison Sq. B-way & 26th St.

**A**DWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

**"I**T IS easy, very easy to boast here of one's advertising capability, but I find that to win new clients SAMPLES of what I have made for old ones are my best salesmen. I write up the subject matter and make Catalogues, Booklets, Price Lists, Folders, Circulars, Mailing Cards and Slips, Newspaper, Magazine and Trade Journal Advs., etc., etc., etc. I gladly mail samples of my work ( gratis, of course) to those in whose interests I see a real possibility of business. Such people shun postal cards when addressing FRANCIS L. MAULE, 429 Sansom St., Philadelphia. I usually make unusual things.

**I**f you are a druggist,  
If you are a tailor,  
If you are a jeweler,  
If you are a hatter,  
If you are a stationer,  
If you are a grocer,  
If you are a banker,  
If you are a laundryman.

It matters little to me. I can plan an advertising campaign that will bring you business. Not newspapers alone, not circulars alone, but a combination of the latest methods for pulling business, and my services are but \$2 per month, for the above lines.

Write me. Do it now.  
LOUIS O. EDDY, Marshall Field Bldg., Chicago.

**A**NY business big enough to do any advertising, is big enough to have its own advertising department.

It's getting harder every day for the advertiser to find a man who really employs an agency to his advertising manager.

The agency can't develop an advertiser, except along the lines of the agency's specialty—whether the specialty is magazines, trade papers, newspapers, or the so-called "general mediums."

Advertisers are often started out months before they're really ready.

Periodicals contain the ads of hundreds of advertisers who go on year after year, losing a good portion of what they paid, and losing it.

Most of them have no business in the mediums of general circulation, because they're not ready to get the benefit of general advertising.

The agency has too much self-interest in the preparation of the plan to advise an advertiser to buy what it can't sell him.

It may happen that the advertiser's trade position is such that he should spend a few months in getting his goods introduced—or should begin in a small way. Then his appropriation could be expanded with the best results, perhaps almost entirely outside of the usual mediums. But the agency can't be expected to give that sort of advice, no matter how much the advertiser might save. It would lose the business.

We can't see any good reason why it should often cost \$300 in commissions and "Incidentals" to spend an appropriation of \$1,000 or \$15,000—but it does, and the plan that's prepared for the advertiser is about the same for every kind of business.

The advertiser who will develop his own advertising department, and keep it up to any reasonable degree of activity, is able to save quite a lump of his appropriation, and at the same time gets better service than he can buy at any price.

About all the larger advertisers, and thousands of the smaller ones, too, have their own departments, and after they've got their plan completed, they buy space as they buy any other staple.

The man who's preparing the plan shouldn't be interested in the professional profits to be made by spending the appropriation or his bound to find his opinions on methods and mediums laid aside before the plan is completed.

It's an open question whether the advertiser who's been fairly successful with an agency couldn't have been more successful with his own department, and have saved money, besides doing a lot of valuable supplementary work no agency is prepared to do.

We install Individual Advertising Departments in alphabetical order.

We furnish the plans and ideas, or we revise those of our customers.

We use every kind and class of advertising which will bring results—magazines, papers, cars, bill-boards, schemes—anything and everything.

We don't "place" a dollar's worth of business, and we're not in any way interested in the commissions of one method or another—except as it affects our own customer plan.

We select the medium to prepare the matter, illustrate it if necessary, plan the full campaign for a year—or until the conditions change.

We are the only advertising concern whose advice cannot be affected by self-interest and the chance for the extra dollar.

Our "Ad Coupon System" will appeal to every man who spends a dollar in any kind of advertising—general or trade. We'll prove that we can improve his advertising and decrease the cost.

We'll send \$100 worth of books (100 ad coupons, \$100; 50 ad coupons, \$60; 25 ad coupons, \$35), payable in monthly instalments.

One or more ad coupons are attached to each order, depending on the service desired.

After our customer gets started, he pays only for what he doesn't know—or as he needs a special service.

We'll guarantee absolute satisfaction—with originality and practical experience thrown in.

We don't care for the business of advertisers who have no interest in their advertising to help it along with their own ideas.

We've made our price low enough to get the business of the little fellow as well as the big one. Our booklet, "The Individual Advertising Department," costs a dollar.

It has a lot of plans, suggestions and schemes for the man who can take an idea and develop it for himself.

Incidentally, attention is paid to the schemes which usually cost several years' experience before the advertisers are on.

THE WHITMAN COMPANY.

116 Nassau St., New York.

To reach advertisers

**At the right time,**  
**In the right way,**  
**Through the right channel**

a two-page colored insert in the quarterly editions of the

# **American** **Newspaper** **Directory**

is well worth considering.

Such an advertisement will be seen and  
read whether looked for or not.

---

Two-page colored inserts may be admitted into the catalogue portion of the American Newspaper Directory in a special position. For advertisements of this sort the charge will be \$100 for each of the four quarterly editions of a year, the inserts, uniform in size with the pages of the Directory, to be furnished by the advertiser.

#### **Discounts for Cash.**

Five per cent may be deducted for advance payment. Ten per cent may be deducted if payment in advance is sent for an entire year. Address the

**AMERICAN NEWSPAPER DIRECTORY,**

GEO. P. ROWELL & CO., PUBLISHERS,

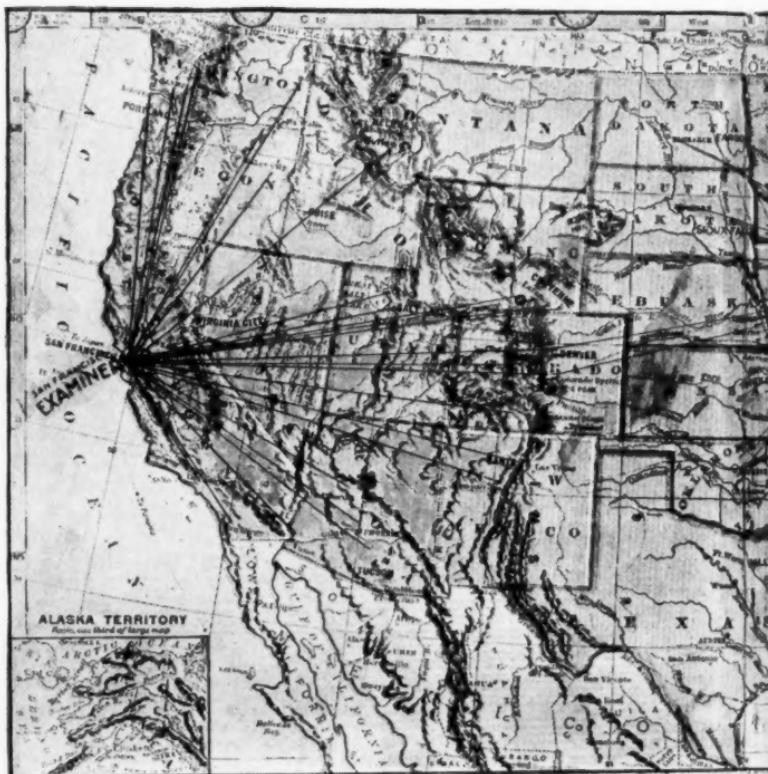
10 Spruce Street,

New York.



# THEY SPAN THE CONTINENT

Not a Mail Order Proposition in the World That Equals It.



The Hearst Trio **OVER A MILLION CIRCULATION**  
Sunday Magazine Section

New York Journal  
AND ADVERTISER  
Chicago American  
San Francisco Examiner

# THE HEARST TRIO



**Not a Mail Order Proposition in the World That Equals It.**

**CULATION FOR \$1.35 A LINE** **The Hearst Trio**  
Sunday Magazine Section

A JOURNAL FOR ADVERTISERS.  
 Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

For many years now he has been doing for receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.  
 London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, SEPT. 4, 1901.

NEWSPAPER advertising makes money close—to the energetic advertiser.

PRUDENCE and industry are the principal ingredients in an advertiser's good luck.

BETWEEN "caps" and "lower case" choose the latter always for plainness and readability.

ADVERTISING sometimes grows stale. A thorough renovating of ads and literature is not a bad thing.

TRY your advertisement on yourself. Consider whether or not it would appeal to you, were you a buyer.

EVERY business announcement should ring with the faith and confidence of the man who pays for its appearance.

IT is a safe rule, generally, for the advertiser to stick to the kind of advertising that appeals to his own common sense.

IN these days of responsible advertising the one who sustains the greatest loss by a dishonest ad is the dishonest advertiser himself. He is his own best dupe.

THE simple use of one or two striking colors makes the best window display. Most windows err on the side of too many colors. Let the window dresser take a fashion hint from the Italian woman's effective use of a brilliant neckerchief.

SAVING on the advertising copy is usually equivalent to wasting on the returns.

LONG arguments broken up into short, terse paragraphs make easy, attractive reading.

SENSATIONAL advertising methods are successful only when they create the right sensation.

PICTURES draw people into the lobby of a theater. Try them in your lobby—the show window.

EVEN a good impression won't last forever. The advertiser must keep on making good impressions.

CONSIDERING the number of criticisms leveled at ads, it is remarkable how few of them change their shape.

FROM a business view, an illustration is beautiful only when it illustrates the beauties of the article advertised.

THAT an advertising theory is untried is often a prime argument in its favor. Theory is the germ of practice.

THE shop maxims and mottoes that PRINTERS' INK prints from time to time are not only available as placards in the store, but they can be incorporated in, or give hints towards, the construction of printed advertisements.

THE "secret" of advertising comes very near George Eliot's secret of oratory, which, she says, "lies not in saying new things, but in saying things with a certain power that moves the hearers."

THERE is really no class of people to whom it is profitable to send cheaply gotten up booklets and literature. The better classes are used to and demand the best, while the humbler folks regard it not only as a novelty, but as a compliment.

THE Birmingham (Ala.) *News* will accept advertising contracts and guarantee that their circulation is three times larger than any other Alabama paper—excepting the Montgomery *Advertiser*.

THE expert who "holds the key to the advertising situation" frequently has difficulty in finding the keyhole.

A CORRESPONDENT writes:

The advertising sections of some of the magazines are becoming so bulky that probably both readers and advertisers would appreciate and be benefited by a good index to their contents.

PUBLICITY is an accumulative force; to-day's ad may be compared to the coral insect, which lives but twenty-four hours, but adds its mite to the building of the reef.

WHILE the effects of advertising are cumulative, the advertiser should remember that people will not trade with him solely for the reason that he has been advertising for ten years.

GETTING customers from replies is of more importance than getting replies from advertisements. Few advertisers realize this. The tendency among advertisers is to pay more attention to getting replies than to the replies themselves.

THE most dignified way of "talking down" to one's audience is to translate the matter into the smallest words in the dictionary. There are few high and intricate departments of human knowledge that will not stand being "talked down" in short words.

"THE right goods rightly exploited in the right quarter" is the principle that underlies all other advertising principles. Some communities will buy automobiles, while others are in need of a patent knife for peeling potatoes with the minimum of waste.

INDUSTRIAL advertising has its future. Based on honesty and common sense it will probably rival with the most successful advertising of merchants. Industrial advertising exploits the beauties and riches of nature, the industries of towns, cities, counties and States. If conducted on a co-operative basis it may be done at a total expense that is trifling, compared with the results to the inhabitants of a community.

JUDGE BLANCHARD, of the Supreme Court, has granted a permanent injunction against the Alpha Soap Co., of New York, restraining it from in any manner using the words "Omega Oil" or the word "Omega" as a designation of any soap or other product manufactured, sold or dealt in by that concern.

THE Des Moines *Daily News* has recently installed five new Mergenthaler machines, four of which are duplex, and one a head-letter machine, the only one of the kind in the State. The machines are equipped with the latest improvements, and the *News* claims that the battery is the finest and most modern in the country. The improvements in the mechanical department of the *News* during the present year will amount to over \$27,000.

SAYS one of PRINTERS' INK's correspondents:

A circular, booklet or any other piece of advertising matter sent by mail—even a newspaper—may reach a man at any moment between 7:30 a. m. and bedtime. Those who consider the many moods that a normal busy man falls into during that period will never attempt to calculate the particular spirit in which he will receive a piece of advertising. But that same man's newspaper represents a relaxation—a recreation, almost. He reads it on the cars or at home after dinner, and when he takes it up you may be sure that he has laid down his business worries. If the ads are as interesting as the news he will read them too; in fact, few readers draw a line between the two, but read both impartially and very often the latter in preference to the former. Thus, the single hour of the whole day in which the average man will forget his business and read, is devoted to newspapers, with perhaps an hour or so each week to magazines. Circulars and booklets may be read by his wife, but where he glances at one he throws fifty into the waste basket.

ALL ABOUT NEWSPAPERS.—The American Newspaper Directory for 1901 is the most complete in its history of thirty-three years. It is rich in facts. The circulations, present and for a series of years past, are some of the facts given about every newspaper. The Directory is exceptionally valuable to advertisers, who at a glance can find the worth of every publication as an advertising medium.  
—*N. Y. World*, Aug. 18, 1901.

OVER a year ago John Adams Thayer began to eliminate from the columns of *The Designer* all semi-medical, curative and extravagantly phrased advertising. For many months thereafter *The Designer's* columns showed the results of this pruning process and a consequent loss in the advertising receipts. The policy of having only high-grade advertisements in *The Designer* has proved to be a winning one, as the October issue of *The Designer* will contain fifteen more columns of advertising than was published in the corresponding issue of the previous year. The reputable advertiser has learned the lesson that circulation is not the whole thing, and that good company in advertising is essential to good results. The reader's confidence in the advertising columns of the magazine is a great consideration, and Mr. Thayer's policy is one that begets confidence.

It takes intelligence to make business. It takes commercial honesty to build business reputation. It takes push and perseverance to carry on a business after the reputation has been established. A man with judgment and a determination to succeed will have no difficulty in convincing the people of the merit of what he has to sell or of retaining the friendship of those whose custom is worth retaining. The people who are looking after cheap things just because they are cheap are not the sort the average business man most desires for his regular patrons. It is the people who want quality and are willing to pay for that which is worthy, and who insist on getting their money's worth every time, that will prove of permanent benefit to a business establishment. It pays the merchant to do all in his power to secure such customers as regular visitors. The idea of offering that which is worthy and in building up a clientele among those who appreciate that which is worthy should appeal to every business man who is well started on the road to success.—*Advertising World, New York.*

THE O. H. Peckham Candy Manufacturing Company, St. Louis, uses some strikingly effective folders for circulation among their jobbing trade. The one that follows is entitled "For the Eye of the Master":

A man of brain and energy in a business house almost unconsciously imparts his vigor and enthusiasm to those around him. Let a manager become dull, listless, lazy, and how quickly his subordinates exhibit similar failings, but if he is full of confidence and push, always ready and resourceful, such qualities soon characterize his employees.

Every business needs a man whose faculties are aggressively active, who is a center of force and spirit, for while a house must have good salesmen, yet, having them, it must sustain them by encouraging life-giving methods. New thoughts, new arguments, new spirit must be constantly supplied them. There is no stopping in this line of work; it must go on, day after day, and there must be freshness and vim about it. The right man is always prepared. While communicating his vitality to others, in seemingly unlimited quantities, he is never exhausted, because his keenness of perception, broadness of understanding, and skill, enable him to draw at will from the ocean of ideas which surrounds him. The bright, progressive manager is always a good listener. He will hear a proposition and derive what he may from it. Every proposition has an idea for a basis, and every idea a value.

An advertisement is usually in the form of a printed proposition. It is an idea made public. Nine-tenths of the circulars and advertisements find their way to the waste basket without being read, because nine-tenths of those receiving them do not fully recognize their true worth as vehicles of ideas. It should be the duty of some one in every business house to read every circular or advertisement received, and the practicability of the idea advanced given due consideration in its relation to the business of the house.

THE BEST CLASS (TRADE)  
PAPER.

The number of papers still under consideration in connection with the award of the Silver Sugar Bowl to be given to the best class or trade paper has now been reduced to seven. They are as follows:

*Inland Printer*, monthly, Chicago.  
*National Druggist*, monthly, St. Louis.  
*American Machinist*, weekly, New York.  
*Iron Age*, weekly, New York.  
*Hardware Dealers' Magazine*, monthly, New York.  
*Machinery*, monthly, New York.  
*American Thresherman*, monthly, Madison, Wis.

Among the papers dropped from further consideration is the *Scientific American*, without doubt the strongest and most influential of them all. It is the only one to which the American Newspaper Directory has heretofore awarded the mark of excellence, generally spoken of as the bull's-eye (OO), the meaning of which is explained in the following paragraph:

(OO) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign O.—*Webster's Dictionary*.

The *Scientific American*, however, never lets its circulation be known and is perhaps a paper of too much general interest to be properly denominated a class paper. Certainly it cannot be called a trade paper. Were the Sugar Bowl to be awarded to the *Scientific American*, it might, perhaps, be afterwards claimed that the agricultural papers should have had consideration in this connection. In fact, it becomes apparent that the intention of the award is really not the best class paper, but the best trade paper. On this ground, if no other, the *Scientific American* is omitted from further consideration.

The comparative merits of the seven papers still remaining in the catalogue will have further consideration in future issues of PRINTERS' INK.

## SUPERSTITION.

Railway companies are authority for the statement that fewer persons travel on Friday than on Sunday. This shows that superstition, even in this enlightened age, is yet stronger than religion.—*New York Sun*.

PHYSICIANS PRESCRIBE  
THEM.

The J. C. Ayer Company, manufacturing chemists of Lowell, Mass., make the following observations in a letter recently published in the *New York National Advertiser*:

We certainly believe that physicians prescribe proprietary medicines. We know for a positive fact that they do so. We could give you the addresses of hundreds of physicians who have written us within a few months concerning their experience with our medicines. And we include all of the remedies we manufacture in this statement. We believe that when physicians know the formula of a preparation they are ready to prescribe said preparation whenever they think the formula is indicated.

Within a short time the president of the State Board of Health of one of our largest States told us that he had prescribed Ayer's Cherry Pectoral "a thousand times"; and turning to the secretary of the Board, who was in the room, he asked, "How many times have you prescribed this cough medicine?" And the secretary responded, "So many times I could not possibly think of telling the number."

To be sure, you now and then run across a young graduate who thinks he could not possibly prescribe a remedy concerning which he did not know every minute thing. But he soon learns that he knows little or nothing about the exact workings of most of the remedies he prescribes, hence he becomes more liberal and is ready to follow the advice of his elders.

In a word, we know for a positive fact that physicians prescribe the remedies of the J. C. Ayer Company. And we also know that nothing would please us better than to have every one of our friends consult their family physician and abide by just what he says. We are perfectly willing to leave our case in the hands of the doctors.

ILLUSTRATED ADVERTISING  
EXPRESSION.

"AN EYE FOR BUSINESS."

## A SUGGESTION FROM THE ADVISOR.

*The Advisor* is constantly in receipt of literature from publishers who feel aggrieved at the ratings accorded their publications by the American Newspaper Directory.

The proposition which confronts those publishers is one of the simplest. They have only to make up a statement of circulation for a year and send it in for publication. The American Newspaper Directory will publish the figures exactly as furnished.

This is certainly a fair proposition. It costs the publisher nothing.

If, however, the publisher has a special story to tell there is no reason why the American Newspaper Directory should not be paid for telling it.

The point made by *The Advisor* in its discussion of this matter in June was simply this: That in refusing to furnish circulation statements the publishers injure only themselves. At the same time they prevent the American Newspaper Directory from giving to purchasers certain information which the latter are desirous of obtaining.

*The Advisor's* advice was and is simply this: Every publisher should be honest and straightforward about furnishing a detailed circulation statement to the American Newspaper Directory. If a paper has grown so rapidly that such a statement will not do it justice then the expenditure of a very small amount of money will permit the publisher to tell his story under the caption "Publishers' Announcement." It is wiser to do this than to permit underrating.

There would be only one way to remedy this defect in the Directory if its publishers should desire to furnish more accurate information about growing papers in the larger cities—say those with a population exceeding 250,000. This would be the inauguration of a department which would estimate circulations of all papers in such cities.

Such a department would be interesting.

At the present time, for instance, New York City has five dailies which are rated with the Directory's highest letter—A, meaning that each has a circulation exceeding 75,000 copies daily. Then the *Telegram* is rated at 129,355 copies—daily average for 1900.

From this an unsuspecting person, or one not possessed of the proper information gleaned from other sources than the one expected to furnish it, might infer that the *Telegram* has a larger circulation than the *Journal*, *Herald*, *World*, *Sun* or *News*.

As a matter of fact these ratings quoted by *The Advisor* last March have been quite generally recognized as being as nearly correct as it is possible to rate them:

*Journal*, morning, 200,000—evening, 350,000—total 550,000 daily;  
*World*, morning, 150,000—evening, 200,000—total 350,000;  
*Herald*, daily, 150,000;  
*Sun*, morning, 150,000—evening, 175,000—total 325,000;  
*News*, daily, 100,000.

There is a vast difference between a rating of exceeding 75,000 and a genu-

ine circulation of twice or three or four times that figure.

If the American Newspaper Directory should take up this phase of the question and substitute an estimating department a general squabble might result and some accurate information be unwittingly extracted from the publishers.—*The Advisor for August*.

Letter ratings are given in the Directory to those papers only that will not or do not furnish information upon which an exact and definite rating may be based. Papers credited with an "A" rating in the Directory are of sufficient importance to have their merits pretty well known. That they do not permit the publication of actual figures is always because the public gives them credit for issuing more copies than they actually do.—[ED. PRINTERS' INK.]

### WORTH THOUGHT.

The problems of advertising cannot be settled by phrases and epithets. Some advertising men are prone to regard with contempt the ideas of others, and endeavor to stifle opposing theories with ridicule and sneering remarks. This is wrong. The proposition that is favored by one group of theorists is as much entitled to respect as the one advocated by the others, although, as a matter of fact, neither is worth much until it has been finally tested by practical experience. Every theory must be judged broadly and according to the circumstances to which it applies. It should not be singled out and placed in the crucible without giving due consideration to the conditions that brought it into existence.—*Profitable Advertising*, Boston, Mass.

### CATCH-LINE OF WELL-KNOWN ADS ILLUSTRATED. PEPSALT.



"INDIGESTION HAS NO TERRORS FOR HIM."

**THOROUGH WORK  
VALUABLE.**

Too much emphasis cannot be put on the value of thorough work in circularizing. If you reach everybody in a town, county or State with your printed matter you know you have reached every possible customer.

One instance of thorough work is that done by the Farmer's Tribune at Des Moines, Iowa. They have collected within the past two months the name and address of every tax-paying farmer in Iowa, having taken them from the assessors' books. They did this once before and mailed four editions of 250,000 copies each to Iowa farmers. There was hardly a farm house in all Iowa which did not receive a copy of the Tribune, and the result in subscriptions was very satisfactory. They have now made an entirely new list, showing the land, horses, cattle, hogs and sheep each man in Iowa owns. Here is an opportunity not often offered patent medicine concerns to get absolutely fresh names; besides knowing every rural family worth reaching in a whole State—and a good State—is reached. The Tribune offers one or two copies of the list for sale at a fraction of the expense they have been to in collecting it. They will not sell it to two concerns who are competitors of each other, and will not sell enough copies to make the list less valuable to them. They want it just as exclusive as possible. The addresses are guaranteed to be correct. There is no question that houses large enough to stand the expense and with push enough to go at it can find here a valuable field to work, and if worked as thoroughly as the Tribune mailed samples, and expects to work for subscriptions this season, there is but little question that the product of the concern using the list would get a good foothold in Iowa, or if already introduced the sales be very much increased. Anybody interested might write the Tribune at Des Moines for particulars.—Advt.

# 200,000 CUSTOMERS

We can give you the name and address of 200,000 Iowa tax-paying farmers and guarantee the addresses to be correct. Every name has been taken from the assessors' books

**and all collected  
during the past  
two months.**

The list has cost us considerable money, and while we prefer to stand the whole expense rather than spoil the list by scattering copies indiscriminately, we will sell to a limited number (not competitors of each other) copies of this list. You can buy names for less than we will furnish these, but still we will furnish these for less than they are really worth—only a fraction of what they cost us to collect.

**Every list is sworn  
to as being correct  
copy of assessors'  
books.**

Write us if you are interested. We can furnish special lists of landowners, cattle men, sheep men, etc., if you wish. Do you appreciate what a great State Iowa really is?

## **The Farmer's Tribune**

is the agricultural paper to use to cover Iowa. We work no other territory—Iowa is big enough and good enough, and we pride ourselves on working it more thoroughly than any other paper.

**Circulation Guaranteed.  
Rates Reasonable.**

Include us in your list.  
Write for sample copy.

**Farmer's Tribune,**

Des Moines, Iowa.

## THE STATUS OF JOURNALISM.

Recently I made one of a party of journalists who, in the course of conversation, discussed the relative merits of French, English and American newspapers. It was a case of *tot homines, tot sententiae*, but the opinion that attracted most attention, possibly on account of its epigrammatic form, was that of a grizzled veteran who had equal familiarity with English and French journalism.

"The French papers," said he, "are the least informed and the best written; the English the worst written and the best informed."

"And the American?" demanded a representative of the United States.

"The American journals," responded the sage, "oscillate between the two extremes."

And forthwith he produced from his overcoat pocket one of the greatest of the New York journals, and, amid roars of laughter, read to us the account cabled from Paris of a cab-horse who knew his way about the Ville Lumiere so well that it was only necessary to whisper in his ear, "Gare St. Lazare," or "Moulin Rouge," in order that the animal should transport his fare to the required destination and by the shortest route!

The learned cab-horse is only a striking example of the ridiculous matter which finds its way into the greatest and most enterprising journals in the States. Among hundreds of instances which I could cite I select that of a Paris correspondent of my acquaintance, who, at a moment of considerable political tension, received a cable from his editor in New York: "Interview Delcassee on situation."

He showed me the telegram, and the following conversation ensued:

"Do you think I could get the interview from Delcassee?"

"No."

"Could you get an interview from Delcassee?"

"No."

"Could any one in Paris get an

interview from Delcassee just now?"

"No."

"Very well. I will go home and write the thing myself!"

And he did.

The vast and enterprising paper in question reproduced his prose with enormous and flamboyant headlines. I may say that my confrere was totally unacquainted with Delcassee, and that he hardly knew the A B C of that very intricate and difficult study, French politics. Of what real interest to the American public, therefore, could his lucubrations have been, and even if, to make an absurd supposition, the "interview" had been authentic, of what possible value could have been the statements of such vague platitudes as an irresponsible reporter jotted down with a half hour's study of the subject?

I believe I can speak with a certain impartiality of journalism in France, England and America, for I have been a regular contributor to the press of these three countries, and I have at various times represented their leading papers as special correspondent.

It is customary in English-speaking countries to laugh at the somewhat "picayune" character and the lack of accuracy of the French papers, especially in reference to foreign affairs. There is, of course, much truth in these disparaging criticisms, and the matter is so important that lack of a well-instructed and interested public opinion forms one of the factors which have contributed to the decadence of France. French journalists as a rule know no other language than their own, and few of them have traveled abroad. It is not surprising, therefore, that the "directors" of foreign affairs, even in their principal journals, display a far-reaching incompetence. I have often wondered how newspapers which speak of Sir Balfour, and of the treaty of M. Clayton-Bulwer, find it necessary to deal with these subjects at all. Those who are in the least degree interested in the subject one would suppose would know that Clayton and Bulwer were

two men; and why waste copy in a limited space on matters which have no interest?

On one occasion I gave the director of foreign affairs of one of the "boulevard" papers a few notes on the American Presidential election. The notes were reproduced fairly exactly, but at the end of the article the director in question added a little of his own, concluding with the statement that the victory of McKinley seemed probable, unless at the last hour some "dark horse" appeared and beat both party candidates! The unfortunate director had learned the words "dark horse" only the previous day, and was burning with anxiety to show his knowledge of American slang.

But there are "buts." The Frenchman has a different conception of the function of a newspaper from that of an Englishman or American. There are several dailies which rank as important in Paris which are bought mainly on account of the articles of their editors. Such are the *Intransigeant* of Henri Rochefort, the *Libre Parole* of Drumont, and the *Autorite* of Paul de Cassagnac. There are few or none which are bought for the sake of the news, as the word would be understood in New York. With regard to news, moreover, it should be remarked that Paris looms so big to the Parisian in the perspective of things that a piece of gossip or "echo" of Paris—one of the most important of the French papers bears the name "L'Echo de Paris"—is of more importance than vast movements in foreign countries.

On the other hand, there is no city in the world so well supplied with publications having a more or less specialized or what might be called a technical character, not only in regard to science and industry, but also in all political, diplomatic, colonial, sociological, theatrical, artistic and educational questions.

The newspaper therefore merely skims the surface, becomes the representative of Parisian conversation, and gives mere reference to subjects of deeper study. The Parisian system of things there-

fore indicates, with regard to a certain aspect of the matter, a higher stage of evolution than that of other countries; for the degree of evolution is indicated by the differentiations and specialization of functions.

The American newspapers have often excited my admiration by the energy and ability they display. But the intelligent exposition of current topics, that sense which is conveyed to the reader of getting down to the "bed-rock" of things, if only for the purpose occasionally of misrepresentation—all this applies much more exclusively to American home affairs than to those which deal with other parts of the world, even in cases where American interests are large. In London certainly there are some talented correspondents of American papers, but the majority of these either know only very superficially the politics of the country—and, after all, properly understood, the politics are the business operations of the country—or else they become identified with the aims of a particular party.

In Paris I think that not ten per cent of American correspondents possess the very first essential qualification, viz., a sufficient knowledge of the French language. It is true that in that respect the example is set in still higher quarters, for there have been American Ambassadors in Paris who were as ignorant of the language of Talleyrand as most French statesmen of the vernacular of Walt Whitman. I remember hearing a distinguished American official in Paris once say: "They generally send Ambassadors here to learn French, and when they have acquired a smattering they are taken away."

The remark illustrates the difficulty—almost invariably underrated—of "possessing" French, as they say here, so as to maintain a conversation in French company without fatigue to the listener. I have known journalists, even among those who have resided a few years in Paris, who speak a kind of language which "scorches" the ears of the Parisians. This is not a trivial matter, for the

language is the "open sesame" to a knowledge of French life.

Consequently most of the correspondents contrive to give to their journals a presentation of French politics, society, and of movements and events generally in France certainly not less absurd than the laughable blunders of French writers who attempt to describe American affairs.

But when a big "boom" in France, such as the Dreyfus affair, occupies the world's attention, it is then that the great American journals vie with each other in presenting to their readers the most outrageous caricatures of the French people; for "special" correspondents then take up the work of the stock performers. I have met in Paris a good many distinguished special correspondents, men who have earned reputation in other spheres, but who were as much misplaced in Paris as a boulevardier would be in the wilds of Kamchatka. In default of understanding, they invented.

No doubt their journals were quite pleased, for I know it is a well-accepted maxim in the most progressive newspaper world that false news is better than no news. Most of the correspondents go so far as to act on the principle that false news is better than true news if the false news have the characteristics of sensationalism, of lurid display, of the "tang" so delectable to the public.

One of the most successful newspaper editors in London once told me that he believed in sending men to cities they knew nothing about, because their impressions were livelier and more interesting. That is also doubtless the reason why a Frenchman's description, say, of a baseball match, makes such enjoyable reading.

I remember one of these lively impressionists, who came from New York to take charge of the local edition of a world-renowned paper, rushing to his office to order an "extraordinary" in New York one Sunday afternoon, on the ground that something like a new French Revolution had commenced. He had seen the President driving to his palace with a terrifying escort of cuirassiers

armed with revolvers; and as he had never before seen this imposing piece of pageantry that so delights our Gallie Republicans, he became excited and "splurged" it across the Atlantic. This was "good" journalism, no doubt. But what would we think of a Frenchman cabling to his newspaper—supposing for a moment a French newspaper ever indulged in a cable—that President McKinley had decided to abolish the army because he saw him receive some officers in mufti. The parallel is not overstrained.

The most fertile field for ingenious reporters is undoubtedly a war campaign. I do not speak particularly of the South African war—for it is becoming increasingly evident that long before the war, as during its continuance, a well-organized system of falsification of news was in operation—I speak of war correspondents generally. One of the most famous of all war correspondents was undoubtedly Edward O'Donovan, who perished with the army of Hicks Pasha in the Sudan. O'Donovan was endowed with Celtic exuberance, allied to a perfectly Oriental richness of coloring, and he could pile up graphic details with a facility only possible to one who loved his art. The traditions of mendacity that O'Donovan inaugurated have been well continued; only the tone of romance and poetry and the genial atmosphere have disappeared. Mendacity has become "commercialized." The English newspapers are, I believe, the chief offenders in this respect, especially the newer arrivals in the field, which pique themselves on what they call American methods, and which secretly rejoice in, while ostensibly rejecting, the title of "yellow journals."

I myself have been special correspondent to different English papers in various parts of the world, and I know from experience so acquired that the vaunted accuracy of the English press is not always in evidence. The staid English papers have a more heavy and solemn manner of printing inaccuracies. That is all.

However, my object in writing

this article has been, not to arraign any particular journal or journals, but to make a plea for a greater seriousness of conception of the province of journalism in general. We are the historians of a living present, and there is no limit to the importance which such a function might acquire. Occasionally it falls to the journalist's lot to assist in some degree in the march of history itself.

Yet the leaven of a bad old time still clings to the journalist's profession. Properly considered, such a remark as that cited above of the London editor, who sent men as correspondents to cities of which they knew nothing, should be considered as degrading to journalism. Is there any other profession in the world in which so small a premium is placed on great abilities and honest work, and in which there are such facilities for scamped work, shoddy work, "bluff," flash, and meretricious work?

In my remarks I have referred mainly to the demerits of the system, but while I am quite alive to the great progress of journalism and to the great merits of its standard exemplars, I am inclined to believe also that I have touched on its faults with too light a hand.

*Alfred Lynch, in The Outlook.*

#### BOSTON CORRESPONDENCE.

The Boston Food Fair opens October 7, and Mr. Frank H. Haynes, the general manager, reports a lively demand for exhibition booths from the large advertisers in this country and Europe. The fair will be held in Mechanics' Building and is to last one month. A new feature is to be a gigantic dining-room where a full course dinner is to be served free to the patrons. Most of the edibles will be donated to advertise the dishes and the bill of fare will comprise everything from soup to coffee. The menu will state the name of the manufacturer of each article.

So much interest is shown by foreign exhibitions in the forthcoming Food Fair that it is contemplated holding a big international exhibition at Boston in 1905 to be known as the Two Hemisphere Exposition, inviting the whole world to compete and compare American goods with European productions.

Mr. B. G. Underwood, of *Scientific American* fame, who is now a resident of the Hub, has just returned from a visit to Washington, where he went to have a conference with the postmaster-general in the interest of a large number of New England publishers in relation to the various alleged reforms in

second-class mail matter announced to go into effect October 1. The special clause that the most of Mr. Underwood's clients were interested in embraces the suppression of objectionable advertising matter, more especially relating to certain patent medicine cures, generally classified in newspaper offices as "weak men stuff." According to reports newspapers that run these ads after October 1 will be denied second-class postal rates. The report of the interview made to the publishers was in a measure satisfactory, inasmuch as the enforcement of the new law will not be as stringent as was at first feared.

While the genial Alfred E. Rose was general manager of the J. C. Ayer Co., Lowell, he presented to the city a memorial tablet, costing \$1,000, in honor of the soldiers of the Snindle City who died in the Spanish war, and on September 8 it is to be dedicated with military and civic ceremonies, including a big parade.

The redoubtable Major H. L. Kramer, who is exploiting Cascarets, has hit on a plan to outwit the city ordinance prohibiting the distribution of samples of pills, etc. His sign tackers carry with them sample boxes of candy cathartics and for the privilege of tacking up a small placard in or about a man's premises, he is presented with a box or two of the little things "that work while you sleep."

The dean of the adwriting fraternity, Mr. Nathaniel C. Fowler, Jr., has a suite of offices at 214 Boylston street. He has charge of the advertising appropriation of some of the biggest space users in Boston, New York and Philadelphia, and his peculiar, forcible style of ads brings him more work than he can personally attend to, which necessitates a corps of assistants.

The Franklin Square druggist, F. M. Gardner, has built up a big business with this catch-line: "Iac most money back in change."

A fashionable cafe has hung out this unique invitation: "Come in and help make Milwaukee famous."

#### COMMERCIAL SUICIDE.

Misrepresentation is commercial suicide. Every promise that is made to induce patronage should be kept.

#### STEREOTYPED ADVERTISING PHRASES.



"STRICTLY CONFIDENTIAL."

## ADVERTISING STATISTICS.

Sidney A. Sherman, Ph.D., contributes a notable article to a recent publication of the American Statistical Association on the subject of advertising in the United States, which is full of interest, not alone to advertisers and publishers, but also to the general public.

According to the census of 1890, the amount of money invested in the daily and weekly newspapers of the United States at that time was \$126,000,000, and Dr. Sherman estimates that the increase since then has been about fifty per cent, which would bring the present investment up to nearly \$200,000,000. In 1890, more than 100,000 persons were employed by these newspapers, and received an aggregate yearly pay of about \$70,000,000.

Dr. Sherman sets down the receipts from advertising at various periods as follows: In 1867, \$10,000,000; in 1873, \$15,000,000; in 1880, \$39,000,000; in 1890, \$71,000,000, and he judges, from the enormous rapidity of this increase, and from the well known enlargement of the advertising business during the past decade, that the receipts of the daily and weekly newspapers for the year 1900 will be found to have approached pretty near to the \$150,000,000 mark—a figure which, however, is in all probability an overestimate.

Alongside of this rapid development, there has been the striking growth of advertising in the monthly magazines. Up to almost the time of the civil war, this class of advertising had no existence: the first advertisement in the *Atlantic* appeared in February, 1860, and the first in *Harper's* in July, 1864. Of late years, as every one knows, the advertisements have become a salient feature of our monthly magazines: fortunately, their attractiveness of appearance has kept pace with the increase of quantity. In the case of *Harper's Magazine*, while up to 1883 five or six pages of advertising matter in a number was the usual thing, from eighty to a hundred pages has been the rule in the past ten years or more, and

often the amount has exceeded a hundred pages.

Taking up the broad question of what ratio advertising expenditure bears to the value of goods sold, Dr. Sherman comes to the conclusion that probably five per cent is not an overestimate. In this estimate advertising of all kinds is included, not only that which is supplied by newspapers and periodicals, by circulars, posters, etc., but also that which takes a personal form, in which last the cost of commercial travelers is the main item. The value of goods sold in the United States in 1890 is taken to be \$10,000,000,000, and that of advertising them at \$500,000,000. There is a good deal of guesswork about all this, of course; but though the figures are probably pretty wide of the mark, they furnish some kind of notion of the extent of the advertising business. However, the inclusion of the whole expenses of commercial travelers under the head of advertising is a rather queer procedure. The cost of the commercial travelers, great as it is, is far less than was the aggregate cost involved, in former days, in the making of journeys by the buyer to the seller, instead of the seller to the buyer; so that while the commercial traveler is to be set down as part of the machinery of competition, he can hardly be classed as belonging simply to the advertising apparatus. On the whole, we believe that five per cent is decidedly an overestimate of the cost of advertising.—*Scranton (Pa.) Times.*

## STEREOTYPED ADVERTISING PHRASES.



"PUREST AND BEST, IT LEADS THEM ALL."

Who really superintends all your advertising, Doctor?

Dr. R. V. Pierce, the president and founder of the World's Dispensary Medical Association.

Do you consider PRINTERS' INK a help to advertisers, Doctor?

We consider PRINTERS' INK a great help to advertisers. New ideas are suggested by the thoughts of others, and it leads the wide-awake advertiser to the consideration of his own advertising from an outsider's view point. After all there's nothing so good or helpful as viewing ourselves as others see us.

Extract from an interview with Dr. V. Mott Pierce, son of the founder of the World's Dispensary Medical Association.

It seems to me that PRINTERS' INK gets at the *is-ness* of the advertising question. It is the one text-book that I find invaluable as a stimulus to better ideas in the advertising field.—Adv. Mgr. Dr. CHASE MEDICAL CO., Buffalo, N. Y.

We always read PRINTERS' INK very carefully, and have often shaped our course by suggestions contained therein.—KOLA CHEMICAL CO., Cleveland, O.

## The Right Course

for every Patent Medicine Man to pursue is to subscribe for PRINTERS' INK.

The cost of a year's subscription is Five Dollars, payable in advance. The testimonials printed above indicate that it is the best sort of an investment that can be made. It is an investment that will return a revenue every week in the year. It will do this by stimulating your own ideas on advertising and by keeping you abreast of the times on all advertising matters.

If you are not a subscriber now, let us have your order by return mail.

Address

**PRINTERS' INK, 10 Spruce St., New York.**

## PRINTERS' INK,

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers,

10 Spruce Street, New York.

Gentlemen:—

Herewith please find <sup>check</sup> ~~money order~~ for Five Dollars (\$5) in payment for one year's subscription to Printers' Ink from issue of

19

to \_\_\_\_\_ 19

To be sent to the following address:

\_\_\_\_\_

19

Write Name and Address plainly.

**BRITAIN'S NEWSPAPERS.**  
**THE BEGINNINGS OF THE PRESS IN LONDON, THE GROWTH OF THE GREAT PAPERS, AND THEIR EDITORS. PAST AND PRESENT.**

The first newspaper issued in London was the *Weekly News*, which Nathaniel Batter first began publishing in 1666, according to the London *Daily Express*.

An attempt was made to run a daily in 1695, but the ill-fated publication only lived four days, and it was not until 1703 that the first successful daily appeared—the London *Daily Courant*.

It was followed by many other candidates for public favor, and the increasing popularity and power of the press is evidenced by a statement made by a writer in 1711: "There are published weekly about 44,000 newspapers, viz.: *Daily Courant*, *London Post*, *English Post*, *London Gazette*, *Postman*, *Postboy*, *Flying Post*, *Review* and *Observator*." The statement, moreover, throws an interesting side light on the limited circulations of those days—a weekly average of 5,000 copies.

The history of newspapers during the reign of George III. is that of a long series of prosecutions, in which individual writers were oftentimes severely punished or fined.

The three leading London papers of the period appear to have been the *Public Advertiser*, made famous by its publication of the "Letters of Junius"; the *Morning Chronicle*, which was established in 1769, and had a fairly successful career till 1849, when it became the property of the Duke of Newcastle. Mr. Gladstone and other political friends, and some ten years later was wound up in bankruptcy, and the *Morning Post*, which was established in 1772, and which is still one of our principal newspapers.

One of the *Morning Post's* earlier editors was Nicholas Byrne, who, on account of his sarcastic writings, was assaulted and murdered in his room.

The *Times* began its career in January, 1785, under the title of the London *Daily Universal Re-*

*gister*, printed logographically, a cumbersome title, which was changed three years later to that by which it is now known.

The *Daily News*, which was founded in 1846, became a penny paper in 1868. The *Standard*, started as an evening paper in 1827, became a morning journal in 1857 and the *Daily Telegraph* was established in 1855.

There was no evening paper in the metropolis until 1788, and the earliest to take a position of any influence was the *Courier*, which began in 1792.

The commonest newspaper appellation is *Advertiser*; 160 newspapers in the United Kingdom are thus styled. There are 150 *Times*, 149 *News*, 128 *Gazettes*, 120 *Chronicles*, 119 *Heralds* and 104 *Journals*. Rapid transmission of news is evidently a specialty of the 95 *Expresses*, while the *Guardians* (70) and the *Observers* (68) exercise an unsleeping vigilance in the public interest.

Why a paper should be called a *Standard* is not quite clear, yet 48 have adopted this title. The *Mercurys* number 42. No fewer than 40 assume the proud title of *Free Press*. Other very common forms of nomenclature are *Telegraph* (38), *Post* (30), *Independent* (29), *Courier* (23), *Examiner* (23), *Echo* (22), and *Mail* (31).

There are three *Magpies*, an *Owl* and an *Eagle*. The rest of the animal world is represented by a *Porcupine*.—*Newspaperdom*.

**ILLUSTRATED TESTIMONIAL.**



"I WAS VERY MUCH RUN DOWN."



**ACKER, MERRALL & CONDIT, and METROPOLITAN TOBACCO CO.,  
DISTRIBUTORS.**

A STRIKING AD, TAKEN FROM THE DAILY PAPERS, WOULD PROBABLY BE JUST AS EFFECTIVE IN THE ABOVE GREATLY REDUCED SIZE.

#### MAGAZINES AND MAGAZINES.

In these days of the ten-cent magazines it is often wondered at how a few of the older ones can find a sale at a higher figure, and to find their advertising so healthy is another thing that many who ponder over the subject fail to understand. We believe we can give reasons why the higher magazines not only still find a wide market, but make it profitable to advertisers to use their space at pretty stiff rates.

There are seventy odd million people in this land of ours. Among them are hundreds of thousands to whom money is no object, and who prefer to pay thirty-five cents for a magazine they have always read and always appreciated, than to drop it because other really good publications can be had for a dime. There are likewise many who rather pride themselves on paying "a good price for an article," and in the aggregate both these classes form a large constituency.

Many who use space in magazines sell high-priced articles. They expect

to sell only to the well-to-do. The readers of the cheaper magazines are largely those of more modest means, but among the hundreds of thousands who read them there are probably enough who are able to buy a costly article, to make the advertising of it in such publications worth while.—*Westchester (Pa.) Republican*.

#### THE STANDARD OIL.

By inserting catchy advertisements in the newspapers a manager of the Standard Oil Company in Minnesota has induced thousands of people to buy oil stoves for summer cooking and become regular customers of the oil company. The profits on the increased sales of kerosene in the State the first year were many times the cost of the advertisements.—*Newark (Del.) Ledger*.

#### PERHAPS SO.

A merchant can watch his advertising easier in one good medium than he can in a dozen half way good mediums.—*White's Sayings*.

## AMERICANS IN THE WORLD'S MARKETS.

*By Charles C. Schnatterbeck.*

Our immense export trade has attracted universal attention, and economists of varied reputation everywhere are endeavoring to explain the reason for the success of American manufacturers abroad. We read in the daily papers the opinions of many who profess to know something about our foreign relations, and occasionally a real authority talks. While it is true that we are furnishing our foreign customers with superior goods at lower prices and in shorter time than their own manufacturers, yet it should not be overlooked that a good part of our success abroad is the result of persistent advertising. Watch our exports and you will see that they are made to countries in which we are doing the most advertising. It may be added that while we are steadily increasing our advertising in foreign publications, taking at times larger space than other nations competing for the same trade, we are nevertheless practicing economy by our judicious expenditures in this direction. This in part illustrates why the Americans are so successful in introducing their goods in new territory.

Besides newspaper advertising we are doing considerable circulating abroad. The catalogues intended for the foreign trade are intelligently gotten up and are artistic. They are sometimes printed in different languages to suit the country in which they circulate, and generally contain an English translation so as to facilitate communication between the producer and consumer. In addition to these catalogues we often forward other beautiful illustrated printed matter, and at intervals send the customary trade knicknacks, which are greatly appreciated abroad. This attention on our part often eliminates what prejudice may have existed against our goods in the foreign markets, and on the whole our expenditures in this direction are productive of much good. To-day we can go into the depths of Africa or Au-

stralia, into the Flowery Kingdom of China, or in the most highly civilized countries of Europe, and we will find the handiwork of the Yankee. And why? It is because we are such enterprising advertisers. The foreign press in trying to console their manufacturers would do well to say more about our faith in advertising when discussing the reasons for the growing export trade of America. Leading foreign experts have been sent to the United States to study the latest practices in our manufacturing industries so that the same economical methods may be introduced in their own country. Strange as it may seem, we are receiving much valuable advertising indirectly from the introduction of American methods in foreign manufacturing plants, inasmuch as native consumers are becoming better educated to the use of our goods by this means. In passing a word should be said about the secretiveness of some of the leading foreign manufacturers in not permitting our business men to examine their plants as fully as their experts have our own. While it may seem that such action would discourage our hope of satisfying the tastes of foreign customers, the mere fact that our goods are rapidly replacing those made by countries where trade secrets are most sacred, indicates that the Americans have not been daunted.

Moreover, foreigners are amazed at the liberal advertising of our manufacturers in nearly all the leading trade journals. This seems to be contrary to foreign custom, for, in many of the foreign countries manufacturers practice the closest of economy when advertising, which explains why a number of them put so much reading matter in such little space as we see utilized in various periodicals. Then again, our friends across the Atlantic do not illustrate their advertisements as artistically as the Americans. Of course, there are exceptions to this rule, notably among certain enterprising British firms. In time, perhaps, foreign manufacturers will realize the value of il-

lustrating their business announcements, and take larger space in the prominent newspapers.

With the increase in our export trade the advertisements of foreign manufacturers in our own papers have fallen off noticeably. At the same time some of the more important merchants and business men abroad have accepted the agency of our goods in their country, and among these are some of the largest advertisers. Often we see one leading house representing several American manufacturers. Live, native salesmen will often make suggestions that aid us in extending our trade in their respective countries. All this indicates that the Eastern hemisphere is becoming more and more attached to the Western commercial world. And the stepping stone to our success is widespread and judicious advertising.

#### A SYNDICATE PAPER IN DRUGS. By Cabell Trueman.

The Foodigests Medicine Company of Philadelphia is using, in addition to the newspapers, a plan of advertising which appears successful and cheap. And it can be used by any other general advertiser.

The company's product is Foodigests, a claimed cure for dyspepsia, and the first step it took toward consummating its plan was to approach a number of druggists with a proposition like this: "Buy a certain quantity of Foodigests every three months and we will publish monthly a four-page store paper for you, size of page  $10\frac{1}{2} \times 14$  inches, and furnish you 500 copies of it every month. We reserve the last page for advertising matter about Foodigests; the inside pages we fill with humorous cuts and light reading; the middle two columns of the first page you can fill with whatever matter you choose about your store and the other two columns of the first page we fill in with brief notes about store business of a general nature—about this being the best place to get whatever you want in the drug line, and how attentive we are to customers, etc. Your two columns you can change every month and we will also change the rest of the matter in the paper every month. You can choose the name for the paper and we will let the publication go forth just as if you were the sole publisher."

The offer is being pretty generally accepted and there are between fifty and seventy-five druggists in the plan, although it has not yet been in operation more than two months.

The Foodigests Company is now offering space in the paper to general advertisers, and it is likely enough that the sheet will have to be enlarged at no distant time.

The plan works advantageously for

all parties concerned. The offer first implies a sale of a certain amount of Foodigests, for which the company's advertising creates a demand; the prestige of the druggist is increased by using a store periodical, and the readers of it are entertained.

The cost is low. There is only a change in the middle two columns of the first page in every 500 copies run off, all the rest of the matter standing during the entire run of the month, and I don't think the publication costs more than two dollars per edition, or one hundred dollars for fifty editions. Now, what does the company get for its \$100? It gets a cash sale of \$500 worth of goods in the beginning, and possibly more later; it gets the advertising that 25,000 copies of the paper are likely to give and it gets reimbursed for its output to the extent of the outside advertising secured.

In furthering his own interests the druggist distributes the paper in a way that will be to his advantage, and, of course, the Foodigests people profit by his care. The general advertisers, especially such as are allied by commercial sympathy with the drug trade, find the medium a good one because the reader, seeing the advertisement of a special brand of candy, perfume, stationery, toilet preparation, etc.—in fact, everything in a drug store that is not a drug—naturally goes to the druggist from whom he got the paper for it, and in this way creates a call for the goods; and if the druggist hasn't what is wanted in stock, he orders it.

The scheme can be worked in any line of business by general advertisers.

#### THE FIGURE THAT TALKS.

A figure in motion or action assists in telling the advertising story, and makes the reading of the accompanying ad more easy. Sometimes it is possible to have the design tell almost the entire story.—*Current Advertising.*

#### ILLUSTRATED EXTRACT FROM ADVERTISEMENT.



"NO MALE (MAIL) ORDERS FILLED DURING THIS SALE."

## AMERICANS IN CUBA.

An American who recently returned from Cuba makes a suggestion to the American advertiser who contemplates entering the publicity field there. He counsels advertising in the newspapers of the island. In addition the advertiser might with profit prepare a mimeograph letter, addressed to the subscribers of the various publications which are to contain his ads. Have the publishers of the papers see to it that in the cities these letters are properly distributed through the carriers. In the country districts they may be distributed by mail. These personal letters should call the recipient's attention to the firm's advertising.

Americans exploiting their wares in Cuba are: Scott & Bowne, Lauman & Kemp, Barclay & Co., Geo. L. Squire & Co., Studebaker, Potter Drug & Chemical Co., J. C. Ayer & Co., Hood's Sarsaparilla, the Remington, Densmore and Smith Premier typewriters, Columbia Bicycle, L. E. Waterman & Co., Hanan and Crawford shoes, Knox and Durlap hats, many steamship and railroad companies, even those in the interior of our country.

Street car advertising is in its infancy, and patronized only by local advertisers. A trolley line to the suburbs of Havana has just been completed.

More than half the inhabitants of Cuba live within the cities.

## SHE DOES NOT CHEW.

Kathryn Osterman, an actress, has announced her intention of suing the Scotten Dillon Tobacco Company for \$10,000 damages because it used her picture to advertise plug tobacco without her permission.

The picture is a novel one and represents Miss Osterman's face in the shape of a full moon. The actress alleges that the company took the photograph and labeled it to advertise its goods.

Miss Osterman states that she does not chew any kind of plug and that the caption on her picture has injured her.—*New York Journal*.

## ARRANGED BY STATES.

*Advertisements under this head 50 cents a line each time. By the year \$60 a line. No display other than 2-line initial letter. Must be handed in one week in advance.*

## ALABAMA.

THE EAGLE, semi-monthly 4 pages. Send for rates. A. R. DAIVISON, pub., Kempville, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an A1 advertising medium for this and foreign countries. Rates for advertising furnished on application. Address PRACTICAL WEATHER PUBLISHING CO., Montgomery, Ala.

## ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY. DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

## MAINE.

F. A. STUART, of Marshall, Mich., says: "In six years I worked up a business from nothing to nearly a million a year, using daily papers exclusively. Weeklies are too slow for me." In Rockland, Me., the STAR is the only daily.

## MASSACHUSETTS.

WRITE TO DRUGGISTS—If patent medicine advertisers will write to any druggist here in Lowell and ask them which is Lowell's best advertising medium, the reply will certainly be in most cases "The Telegram." Write and see. The druggists sell your goods and are interested in having you get good results from your advertising. Circulation (guaranteed) 10,600. Rates on application. SUNDAY TELEGRAM, 28 Telegram Square, Lowell, Mass., S. S. Vreeland, 150 Nassau St., New York, or John P. Ackers, 12 Globe Bldg., Boston, Mass.

## MISSISSIPPI.

THE South is booming as never before in its history. Why not ride in on the crest of the waves? You can't enter Mississippi territory successfully (the most prosperous section) without an ad in THE HERALD, Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

## NORTH CAROLINA.

THE best advertising proposition in the afternoon field in North Carolina is the Charlotte NEWS. Investigate it.

## OHIO.

To reach mail order buyers, try PENNY MONTHLY; 10c. a line; circ'n 23,000; Youngstown, O.

## WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

## CANADA.

CANADIAN ADVERTISING is best done by THE C. E. DESBARATS ADVERTISING AGENCY, Montreal.

## CLASS PAPERS.

## ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising is of value to intelligent advertisers as being that of a recognized authority.—Chicago (Ill.) News.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line, 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

## BOTTLING.

If you wish to reach the bottling trade of this country, advertise in the AMERICAN CARBONATOR AND BOTTLER, 67 Liberty St., New York. Established in 1881.

**Displayed Advertisements.**

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.  
Must be handed in one week in advance.

**"WHAT HAPPENED TO WIGGLESWORTH,"**

book of humorous sketches, just published by Dickerman & Son, Boston, is by W. O. Fuller, editor of Rockland (Me.) Courier-Gazette. Will be on sale everywhere, read by everybody.

We await your inquiries—

*Gordon & Gotch.* 15  
Est'd 1853. St. Bride St.,  
LONDON.  
British Advertisers' Agents.

**The Frost (Minn.) Record**

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

**INVADE THE SOUTH**

The South is a gold mine largely neglected by general advertisers. The first extensive advertisers will establish themselves too strongly to be dislodged by competitors who enter the field later. **THE ILLUSTRATED YOUTH AND AGE**, Nashville, Tenn., is the best medium for reaching prosperous Southern families.

Write to-day for sample copy and rates.

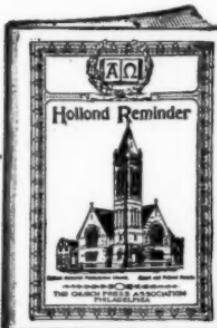
**FARM-POULTRY.**

## Is Read

by the masses, who are the buyers of the country. That's why it pays advertisers so well. Ours is a regular "fresh egg" circulation no dead heads in our list. Every subscriber is cut off as soon as his money expires. The only way to get FARM POULTRY is to buy and pay cash in advance for it. People appreciate and believe in the things they purchase on this plan. We are bigger and better than ever for 1895. A sample copy is convincing proof. Shall we send it?

**I. S. JOHNSON & CO.**  
22 CUSTOM HOUSE STREET,  
BOSTON, MASS.

1890



1901

**Thirty Different Church Magazines**  
published for thirty leading Churches of different denominations in Philadelphia, New York, Washington, Boston, Buffalo.

**A DIFFERENT MAGAZINE PRINTED EACH DAY OF THE MONTH**  
for a different Church—the 30 in 30 days.

**AN EXCELLENT ADVERTISING MEDIUM**  
for the general advertiser. Used and indorsed by the best firms. Carry the following ads: Pears' Soap, Ivory Soap, Baker's Chocolate, Van Houten's Cocoa, Campbell's Soups, Hires Root-beer, Electro Silicon, Knorr's Gelatine, Uneed's Biscuit, Winslow's Syrup, Oakville Co. and many others, on annual contracts. These journals pay such advertisers and will pay you. Send for specimen copies and rates to

**THE CHURCH PRESS ASSOCIATION**  
200 South 10th St., Philadelphia, Pa.

# The Cumberland Presbyterian

The Official Organ of the Cumberland Presbyterian Church. The only paper of general circulation published in the interest of the 200,000 members constituting the denomination which it represents. One of the few religious papers which furnishes a sworn statement of circulation, and one of still fewer papers of any kind which place a positive guaranty between reader and advertiser. For rates or other information address

**C. P. PUBLISHING HOUSE,**

**FOUNDED  
1840.**

**Nashville, Tenn.**

# R·P·A·N·S

A remedy that is  
so highly praised  
must have merit.

At druggists.  
10 for 5 cents.



## The Scranton Truth

*An Independent Afternoon Newspaper.*

Circulation over 16,000 copies daily. Printed in its own buildings on its own linotypes and a Web perforating presses. Population of Scranton 102,000. THE SCRANTON TRUTH'S circulation is mainly among regular subscribers at whose homes it is delivered by carrier.

**BARRETT & JORDAN, Proprietors,**  
**Scranton, Pa.**

EVERY SATURDAY

# SPORTING LIFE

Base Ball, Trap Shooting  
and General Sports

For 15 Years the Acknowledged Authority  
Advertising Rate, 15 cents a line.

Sporting Life Publishing Co. Philadelphia, Pa.

## The Evening Journal

Jersey City, N. J.

Had in 1900 an average circulation of 15,106, since considerably increased, among the best purchasing public in Jersey City. Local and N. Y. City advertisers attest the value of the Journal as an advertising medium by a large and liberal use of its advertising columns.

"The Evening Journal is the best paper in the city."—Statement of Jersey City Advertisers.

PERHAPS YOU DON'T KNOW

that

## 6,000 Mill Employees

and their families  
look upon

## The Joliet Daily News

as a valuable guide to  
profitable purchasing—in  
fact, an essential part of  
home life.

Besides: This Independent  
Daily completely covers  
Joliet and adjacent towns.

**News ads never fail to  
“PULL.”**

# O ARAUTO

(HERALD).

Portuguese Weekly.

## Mail Order Advertisers

should send for a free sample copy of the ARAUTO to see the largest circulating paper among the 100,000 Portuguese in the United States and Hawaii. It is patronized every week by over 200 advertisers who testify, by keeping their ads in the paper, that it is the best advertising medium for mail orders. It is the only Portuguese paper rated with figures in the American Newspaper Directory. It does not accept objectionable ads. No fakes, no fortune-tellers. Only reliable advertisers wanted, either through Geo. P. Rowell's Advertising Agency, or directly to the proprietor,

J. DE MENEZES,      Oakland, Cal.

## Youngstown, Ohio, Vindicator

DAILY:  
**10,000**

SUNDAY:  
**10,000**

WEEKLY:  
**9,600**

LEADING DAILY IN NORTHEASTERN OHIO.

For Rates Address

**LaCOSTE and MAXWELL, 38 Park Row, N. Y.**

Tel., 3293 Cortland.

SPECIAL NEWSPAPER REPRESENTATIVES.

# The Patriot

HARRISBURG, PA.,

is a paper that goes into the homes. It does not acquire a large circulation through street sales. Thousands of its subscribers do not take any other newspapers. Do you realize their purchasing power? Do you want their patronage?

# THE AMERICAN ISRAELITE

CINCINNATI, OHIO.

# THE CHICAGO ISRAELITE

CHICAGO, ILL.

*Edited by RABBI ISAAC M. WISE,*  
*July 4, 1856, to March 26, 1900.*

*"The American Israelite is the leading Jewish paper in the United States."—Printers' Ink, June 26, 1901.*

These two great class papers cover the entire field in the United States and Canada. In proportion to circulation, they reach more well-to-do families, good consumers, than any other class or religious periodical in the world.

Their combined circulation is over

## THIRTY-FIVE THOUSAND

and is distributed as follows:

Alabama . . . . .	399	Louisiana . . . . .	372	Oklahoma . . . . .	92
Arizona . . . . .	118	Maine . . . . .	21	Oregon . . . . .	192
Arkansas . . . . .	236	Maryland . . . . .	319	Pennsylvania . . . . .	857
California . . . . .	687	Massachusetts . . . . .	427	Rhode Island . . . . .	71
Colorado . . . . .	567	Michigan . . . . .	611	South Carolina . . . . .	151
Connecticut . . . . .	512	Minnesota . . . . .	1,029	Tennessee . . . . .	793
Delaware . . . . .	482	Missouri . . . . .	617	Texas . . . . .	1,878
District of Columbia . . . . .	135	Mississippi . . . . .	458	Utah . . . . .	10
Florida . . . . .	318	Montana . . . . .	236	Vermont . . . . .	11
Georgia . . . . .	453	Nebraska . . . . .	423	Virginia . . . . .	241
Idaho . . . . .	17	Nevada . . . . .	38	West Virginia . . . . .	146
Illinois . . . . .	7,212	New Hampshire . . . . .	18	Washington . . . . .	263
Indiana . . . . .	1,649	New Jersey . . . . .	312	Wisconsin . . . . .	812
Indian Territory . . . . .	28	New Mexico . . . . .	212	Wyoming . . . . .	8
Iowa . . . . .	783	New York . . . . .	2,302	Canada . . . . .	773
Kansas . . . . .	728	North Carolina . . . . .	117	Mexico . . . . .	51
Kentucky . . . . .	508	Ohio . . . . .	5,921	West Indies . . . . .	91

**TOTAL CIRCULATION, 35,146. None of our readers take both papers.**

The foremost and most conservative general advertisers have used these papers for years, and continue to do so. The advertisements of the great local retail houses appear in every issue. The shrewd business men do not use these papers as a matter of sentiment. They know it pays them to do so, and if it's profitable to them why would it not be so to you?

The advertisements of reputable houses only are admitted. All advertisements of medicines for improper use by women, for the cure of private diseases, and such as might be designated as nasty, also dishonest or catchpenny advertisements, are rigidly excluded.

The appearance of an advertisement in the columns of the ISRAELITE is a guarantee of the respectability of the advertiser.

Rates and sample copies on application to

**LEO WISE & CO.,  
 Cincinnati or Chicago.**

Or to any first-class advertising agency.

According to the American Newspaper Directory for June, 1901, the Cincinnati, O., AMERICAN ISRAELITE is credited with the largest circulation accorded to any Jewish paper in all America.

**C**ONKEY'S HOME JOURNAL is now printed on a new perfecting press built especially by the C. B. Cottrell Co. The large and growing circulation of this popular Western monthly demands the quickest and best press facilities. No publication has better, and few can have equal advantages for first-class, rapid printing.

The circulation for September will be 175,000; for October, 200,000, guaranteed and proved by mailing receipts.

The present rate of 60 cents per agate line will be advanced on September 20th to 80 cents.

## **CONKEY'S HOME JOURNAL**

is especially adapted for the moderate homes where there is a piano or an organ. The musical features, household departments and entertaining stories are just the kind that please these people. There is no publication more highly appreciated by its readers and no other gives subscribers such good value for the price.

Further information and sample copy mailed on request.

**W. B. CONKEY COMPANY, CHICAGO.**

**GREAT BENEFITS FROM  
HOME TALK**

**Only reputable advertisements  
printed in "Home Talk."**

**GLOVE-FITTING CORSETS.**

LANGDON, BATCHELLER & Co.

345-347 Broadway, New York City.

*Mr. Wm. H. England, Editor of "Home  
Talk," New York City:*

DEAR SIR—We take great pleasure in saying that the advertisement we have had in "HOME TALK" has been of great benefit to us. We find our customers appreciate this mode of advertising, and hope, as soon as our appropriation is fixed, we will renew our contract with you.

Yours very truly,

LANGDON, BATCHELLER & CO.

H. D. MILLER.

*Dict. H. D. M.*

**Why don't you try**

**HOME TALK**

**Advertising Rates \$1.00 per Agate Line.  
Sample copy on request.**

**HOME TALK, 325 Temple Court, N. Y.**

# The EVENING TIMES ROCHESTER, N. Y.

The Progressive Newspaper of Western  
New York.

BRIGHT,  
NEWSY,  
UP-TO-DATE.

It reaches the live population of Rochester and its adjoining towns.

Our rates are based on circulation, and advertising in THE TIMES means value received every time.

Write for Estimate.  
**THE EVENING TIMES,**  
Rochester, N. Y.

# FOUND US OUT!

Knoxville's local advertisers  
discovered years ago that

## THE SENTINEL

was

### The Best Medium

Now the *foreign advertisers* have reached the same conclusion. We carry more advertising of both kinds in six days than any other Knoxville paper does in seven.

Sworn circulation exceeds  
**6,100** daily average — larger  
than any other paper in this  
territory.

**THERE'S  
MONEY FOR YOU  
IN  
KNOXVILLE  
AND  
TENNESSEE.**

Detailed circulation statement  
on file with all general agents,  
and will be sent on request.

Knoxville's population, 32,637, and with suburbs, 51,000; Knox County, 74,304. Growth in ten years, 45 per cent. Largest city between Washington and Birmingham. It's a lively city in the industrial South and *you can't afford to neglect it.* Write

**THE KNOXVILLE SENTINEL CO., KNOXVILLE, TENN.,**

OR

**J. E. VAN DOREN SPECIAL AGENCY,**  
Temple Court, New York.      Boyce Building, Chicago.

## A City in a Garden

The city teeming with an active, prosperous population of two million souls; the garden covering an expanse of millions of acres of the most fertile land on earth, yielding to its energetic tillers the means to furnish themselves and families the necessities and luxuries of life. The City—Chicago; the Garden—the great Northwest, especially Illinois, Iowa, Wisconsin, Northern Indiana and Southern Michigan.

### THE Chicago Chronicle

circulates largely in this magnificent territory containing hundreds of thousands of thoughtful, intelligent people who are opposed to the Republican party. This great newspaper is their principal source of information. The advertiser who desires to talk to this large constituency can do no wiser thing than to use "The Chronicle."

**H. W. SEYMOUR, Publisher,**

164-166 Washington Street.

New York Office, 79-80 Tribune Building.

Price Two Cents.

Price Two Cents.

The Greatest Republican Daily in a Great  
Republican State.

# THE DES MOINES Daily Capital

*"The Newspaper of Iowa."*

Average daily circulation for July, 1900, **13,393**  
Average daily circulation for July, 1901, **18,121**

Increase - - - - - **4,728**

City circulation (Des Moines subscribers) **6,500**

More than combined circulation of both morning papers.

Outside circulation - - - - - **11,121**

More than combined circulation of both morning papers.

The CAPITAL owns its own building, six Mergenthaler typesetting machines and a two color perfecting Scott press that prints up to twenty-four pages, has leased wire associated press news service, has the largest telegraphic news service in Iowa, carries more home advertising than any other Des Moines paper, is indorsed by home advertisers.

#### SPECIAL REPRESENTATIVES,

EUGENE VAN ZANDT,  
124 World Bldg., New York.

ELMER WILSON,  
87 Washington St., Chicago.

## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

*A Definite Loan Proposition.*

### Fifty Dollars for Fifty Weeks

We loan money in any amount from \$10 up on Furniture, Pianos, Vehicles and other Personal Property of value. The payments are arranged in fifty small weekly installments, thus allowing you fifty weeks in which to pay off your loan. One dollar and twenty cents is the weekly payment on a fifty dollar loan. Other amounts in the same proportion. All business is strictly confidential.

*A Really Special Sale Without The Usual Quantity Limit.*

### Hot Weather

#### Bargain in Corned Beef

Our Corned Beef sales have become very popular, and are looked for eagerly by hundreds of people. We do not make a price on a small quantity and limit the amount any one customer can buy. At this sale there will be no limit. Buy all you want. The beef is tempting and so is the price.

Corned Beef, Monday and Tuesday, 3c. a pound.

*A Good Presentation of the Gas Range's Advantages.*

### How Do You Feel

If your breakfast is late and only half cooked when you get it? Sore all day, certainly. Don't blame you. Cook got up late; coal fire wouldn't burn—watched pots never did boil. Threw on wood, house all smoked up; meal, too. You haul cook "over the coals." New one to get. Any wonder you're sore? No.

Start right now and have your cooking done by gas—it's always ready, and willing, and cheap. Then cooks will stay. They appreciate its advantages.

There's a display of gas ranges and an answer for your question at our offices.

*For almost any line.*

### This Is the Month

in which to buy. This is the month of Odds and Ends and broken lines—more profitable to buyers than any other time of year. Don't know of anything in the line of Furniture or household goods that is not bargain priced. Our irreproachable "payment plan" eliminates all inconvenience—about ready cash, etc. The ways of others are good ways but our ways are a good ways better. Come and see.

*Much In Little.*

### A Special Sale of Refrigerators

Anything that saves your money and protects your health and that of your family is a wise investment. A good refrigerator will do this, and tomorrow we offer you a chance to get one at far below the regular market price, by placing on sale a carload of good hardwood refrigerators, with charcoal-filled walls, removable and cleanable flues and waste pipes, solid brass locks and hinges, with zinc-lined and galvanized shelves at these very low prices:

*Alluring.*

### Bathing Suits for Women

The sea is lifting up its voice these August days with seductive murmurings and many women are giving ear to them, more than we've ever known before.

People have always gone in bathing, since the memory of man; perhaps it's the unusual attractiveness of these bathing suits of ours this year that has caused the noticeable increase of purchasers. There's an especially fine assortment here of suits in mohair and Silician, at \$3 to \$12. Mohair suits wear well, look well, and shed the water easily.

Two pretty styles in navy blue flannels, at \$2.50.

*If Your Job Lot Goods Have No Imperfections, Be Sure to Say So; for Job Lots Have Become Somewhat Discredited.*

### Your Chance for Oilcloths

We've just received a job lot of extra good Oilcloth—1,000 yards in all. We bought to advantage; we'll sell way below usual prices. In three grades; only 30c, 35c and 45c per yard, if you buy in a hurry.

*Straight to the Point from the Very Beginning.*

### Any Old Chairs?

Any disabled furniture of any sort that had better be put to rights? We've the workmen to do all such repairing; they've the skill, tools and materials to do quick, neat, proper work.

Let us mend while you "rusticate"; that will be convenient for both of us.

*For a Caterer.*

### Don't Disappoint Your Guests

When you give a dinner or a luncheon or a picnic party or any social affair, don't disappoint your guests by serving inferior cream.

Most people expect Besse's Ice Cream because they know it is the standard of excellence.

Besse caters for Weddings, Parties, Banquets and gatherings of all kinds.

*Tells Why "Bulldog" Hose Is Better, but Skips the Price.*

### 'Nother Lot of Bull Dog

Hose—enough for another short time, but a limited supply—makers cannot supply the demand fast enough.

The "Bulldog" Hose—that's the kind you should ask for—is guaranteed to stand 600 pounds pressure without bursting. The ordinary pressure is not more than 75 pounds—there's 525 pounds extra strength that goes to make up added service—good, long, extra service, too.

It's the cheapest hose for you to buy. Other kinds and prices, 6c, 8c, 10c, 12c.

Hose reels, nozzles, sprinklers.

*This Is Excellent.*

### An Onion Treat!

Crisp little Pickled Onions—mild flavored—put up with extra care and warranted all sound and luscious; 15 cents per bottle.

Let to-day mark the opening of the pickled onion season at your house!

*A Price and a Comfort Argument.*

### 3 lbs. Hamburg Steak 25c To-morrow

Just the weather for Hamburg Steak, so easy to cook, so little fire required that it will make you better natured, and it is so good.

To-morrow only 25c for three pounds.

*For a Dentist.*

### An Easy Way

It is easy to have a tooth or a whole mouthful of them extracted by my modern method, which makes the operation quick, simple, free from all pain and entirely unattended by danger or any ill after effect. Patients are always skeptical until my method has been tried; always enthusiastic in praise of it when they realize its success.

*A Direct Appeal to a Particular Class Is Seldom In Vain.*

### "You Big Fellows!"

Are you "just" stout, comfortably stout or uncomfortably stout? Are you hard to fit in clothing, shirts or underwear?

Woodruff's the man you want to see. There isn't a store in the State that can take as good care of you as we can—fit you as well or give you as good a price value.

We've cured a lot of fellows of the notion of having their clothes made to order. We can cure you and save you money into the bargain. If you have any doubts about this matter it won't cost you a cent to try. We will be glad to show you, whether you wish to purchase or not. Underwear, 25c, 50c, 75c, \$1. Shirts, 50c, 75c, \$1, \$1.50. Suits from \$5 to \$20.

# Better than Rifles

A well-known adwriter recently stated that most merchants and manufacturers were too careless about their advertising in trade papers and seldom if ever changed their copy. This same writer once remarked: "Printers Ink Jonson's advertising with its results makes one of the most interesting stories of the year. From the very start the ads were characterized by their straightforwardness and by the explicitness with which they gave information. The whole series pasted in a scrap book would give a very concise and truthful history of the growth of his ink business."

For the past eight years I have not repeated more than a half dozen ads, and then only through force of circumstances. I manage my own business, sell my own goods, and write my own ads; so my time is well occupied.

The war which I created against high prices was the severest ever known in the ink trade, and my ads were my weapons. The idea of demanding cash in advance from printers who were accustomed to unlimited credit seemed preposterous, but I showed my competitors that it could be done. At first they considered me a harmless idiot, but then when I commenced to succeed they called me a fraud, and now that I have revolutionized the whole printing ink trade they claim my inks are coal oil and soot or colored goose grease, or any old thing not printing ink. My eight thousand customers are the best judges, and when they throw me down I will retire gracefully from the field, realizing that I have done some good in this world, by releasing the printers from the bondage of high prices. Send for my price list. Money back if dissatisfied. Address

**PRINTERS' INK JONSON,**

**17 Spruce Street,**

**New York.**

**THE AMOUNT OF ADVERTISING IN  
The Philadelphia Inquirer  
DURING THE MONTH OF JULY, 1901**



A S exceeded by only one newspaper in the entire United States, as is demonstrated in the following statement, showing the name of the newspaper carrying the greatest number of lines of advertising in each of the principal cities, with the total number of lines printed in each during that time. It will be interesting to the advertiser to note the prominent newspapers that The Inquirer has steadily forged ahead of, until it now stands within only a thousand lines of the top of the list.

*Statement of Advertising in the Leading Newspapers During the Month of July, 1901,*

THE DAILY NEWS, Chicago, Ill. . . . .	466,644 lines
THE INQUIRER, Philadelphia, Pa. . . . .	465,600 lines
THE DAILY EAGLE, Brooklyn, N. Y. . . . .	449,655 lines
THE WORLD, New York City. . . . .	442,656 lines
THE TRIBUNE, Chicago, Ill. . . . .	413,310 lines
THE RECORD, Philadelphia, Pa. . . . .	392,409 lines
THE EXAMINER, San Francisco, Cal. . . . .	358,800 lines
THE GLOBE, Boston, Mass. . . . .	342,870 lines
THE JOURNAL, Minneapolis, Minn. . . . .	265,530 lines
DISPATCH, St. Paul . . . . .	259,248 lines
PLAIN DEALER, Cleveland, O. . . . .	246,150 lines

 These figures in almost every instance are furnished by the newspaper itself and therefore are officially correct.

Another remarkable fact in connection with The Inquirer's showing is that no "special number" or other forms of special advertising were printed during the month. This is convincing evidence that The Inquirer is one of the very best advertising mediums in the United States. The volume of advertisements printed proves this, and the most thorough investigation of comparative circulations throughout Pennsylvania and surrounding states brings ever-increasing proof that **the Circulation of The Philadelphia Inquirer is Greater by Many Thousands than that of any other newspaper in Pennsylvania.**

**Average Circulation During 1900, Copies Daily, 170,905**

**Average Circulation During 1900, Copies Sunday, 168,325**

**Advertisements in THE INQUIRER Always Bring Positive Results.**

**The Philadelphia Inquirer, 1109 Market St., Phila., Pa.**

NEW YORK OFFICE, Nos. 86-87 Tribune Building

CHICAGO OFFICE, 308 Stock Exchange Building